

9th Annual

Rural Development Conference

*Revealing Your
Community's Assets
and Opportunities*

March 31 and April 1, 2004

Tennessee

Technological University

Cookeville, Tennessee

*Hosted by Rural Development/USDA
College of Business Administration,
Tennessee Technological University
Tennessee Valley Authority*



Workshops

Industrial Development

“Winning Behaviors: Building Trust and Credibility in the Industry Recruiting Game”
Heidi Smith, General Manager, Marketing Development, TVA

“Selling Skills for Economic Developers”
Bill Evans, President, Institute of Professional Training, Manchester, Washington

“Tools for Successful Business and Industry Retention”
Amy Bunton, Manager, Existing Industry Services, TVA

Business Development

“Market-Driven Strategies for Business Development on Main Street”
Valecia Crisafulli, Small Business Development Specialist,
National Main Street Center, Washington, D.C.

“Opportunities for Agri-Tourism”
Debbie Spencer, Vice President, West Kentucky Corporation,
Bowling Green, Kentucky

“Business Retention and Expansion for Rural Tourism”
Kent Gustafson, Extension Service, University of Minnesota

Leadership Development

“State of Rural America”
Dr. Karl Stauber, President, Northwest Area Foundation, St. Paul, Minnesota

“Community Leadership Development: A Strategy for Sustainable Rural Development”
Dr. David Mills, Director, Fanning Institute for Leadership Development,
University of Georgia

Community Development

“Community Fund-Raising for Rural Economic Development”
Michael Wisdom, Executive Director, San Luis Valley Development Resources
Group, Alamosa, Colorado

“Organizing Successful Festivals and Events”
Kent Gustafson, Extension Service, University of Minnesota

9th Annual

Rural Development Conference

Agenda

Wednesday, March 31

5:30 pm Reception

Cookeville Golf Club

Shuttle service leaves the Holiday Inn and Ramada Inn at 5:15 pm

Thursday, April 1

8:30 am Welcome

Ruth Tackett, State Director, Rural Development/USDA

John Bradley, Senior Vice President, Economic Development, TVA

Robert Niebuhr, Dean, College of Business, Tennessee Technological University

8:45 am Plenary Session

“To Be a Purple Cow: Successful Economic Development Initiatives in Rural Areas During Times of Economic Uncertainty”

C. Jones Hooks, President, Hampton Roads (Virginia) Economic Development Alliance

10:30 am Concurrent Workshops

“Winning Behaviors: Building Trust and Credibility in the Industry Recruiting Game”

Heidi Smith, General Manager, Marketing Development, TVA

“State of Rural America”

Dr. Karl Stauber, President, Northwest Area Foundation, St. Paul, Minnesota

“Organizing Successful Festivals and Events”

Kent Gustafson, Extension Service, University of Minnesota

“Community Fund-Raising for Rural Economic Development”

Michael Wisdom, Executive Director, San Luis Valley Development Resources Group, Alamosa, Colorado

11:45 am Lunch

“There Is No Traffic Jam on the Extra Mile”

Bill Evans, President, Institute for Professional Training, Manchester, Washington

1:30 pm Concurrent Workshops

“Selling Skills for Economic Developers”

Bill Evans, President, Institute of Professional Training, Manchester, Washington

“Community Leadership Development: A Strategy for Sustainable Rural Development”

Dr. David Mills, Director, Fanning Institute for Leadership Development, University of Georgia

“Tools for Successful Business and Industry Retention”

Amy Bunton, Manager, Existing Industry Services, TVA

“Opportunities for Agri-Tourism”

Debbie Spencer, Vice President, West Kentucky Corporation, Bowling Green, Kentucky

2:45 pm Concurrent Workshops

“Community Leadership Development: A Strategy for Sustainable Rural Development” (continued)

Dr. David Mills, Director, Fanning Institute for Leadership Development, University of Georgia

“Business Retention and Expansion for Rural Tourism”

Kent Gustafson, Extension Service, University of Minnesota

“Market-Driven Strategies for Business Development on Main Street”

Valecia Crisafulli, Small Business Development Specialist, National Main Street Center, Washington, D.C.

Hotel Information

Several area hotels provide convenient accommodations during your stay.

Baymont Inn & Suites	931-525-6668
Comfort Suites	931-372-1881
Country Inn & Suites	931-520-3800
Executive Inn	931-526-9521
Hampton Inn	931-520-1117
Holiday Inn	931-526-7125
Key West Inn	931-525-1110
Ramada Limited	931-372-0086

Directions to Cookeville Golf Club

Exit I-40 onto Hwy. 111, go north to Algood exit, then go west (left) one mile and turn right on Country Club Road.

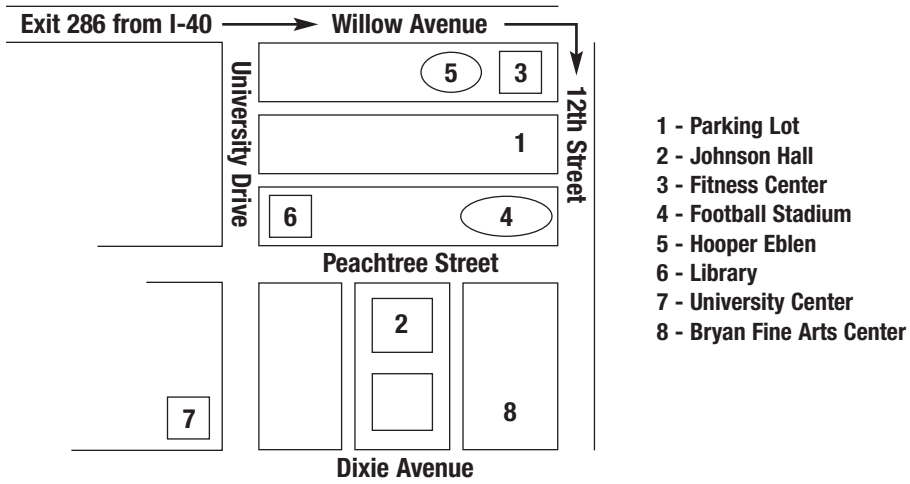
9th Annual

Rural Development Conference

*Revealing Your
Community's Assets
and Opportunities*

Directions/Parking Instructions for TTU

Exit 286 from I-40, go north on Willow Avenue. At the 11th traffic light, turn right onto 12th Street. The Fitness Center will be on your right. Park in the lot between the Fitness Center and the football stadium. Shuttles will provide rides to Bryan Fine Arts Center.



Conference Registration Form

Registration fee: \$50 (Includes reception, continental breakfast, and luncheon)

Register by returning this form with check payable to: **Tennessee Technological University, College of Business Administration**, P.O. Box 5024, Cookeville, TN 38505. Fax: 931-372-6249. (Please copy for more than one registration.)

Name _____

Title _____

Organization _____

Address _____

Phone _____ E-mail _____

Enclosed: \$ _____ for _____ people

Check enclosed _____ MasterCard _____ Visa _____

Card # _____ Expiration date _____

Registration fee not refundable after March 26, 2004

For questions about registration or for special needs consideration, call 931-372-3643.

For program information, call Rural Development/USDA at 615-783-1300 or visit www.rurdev.usda.gov/tn.

The sponsors are equal opportunity providers and employers.

Your economic development success begins here. Please don't miss this opportunity to join other regional leaders as they learn the latest on helping communities grow.

Keynote Speakers



Bill Evans

Bill Evans is President of the Institute of Professional Training, one of America's leading financial education companies located in Manchester, Washington. He established the Institute in 1979 as a private training and educational consulting firm specializing in sales, management skills, and customer service.

Evans is a popular seminar leader for the State of Washington Community Trade and Economic Development Department and has spoken to groups throughout Washington and Oregon on economic development issues. He has also written numerous articles on subjects ranging from sales skills to customer service and team building.

Evans is a nationally known, innovative speaker who has a clear understanding of what it takes to succeed as a practitioner. His high-energy delivery provides definitive action steps for practitioners working in every locale, from rural communities to metropolitan cities. He has worked with a diverse range of clients, including city and state governments and banking institutions such as Bank of America and Wells Fargo.



C. Jones Hooks

C. Jones Hooks has served as President of the Hampton Roads, Virginia, Economic Development Alliance (HREDA) since 1999. Under his leadership, HREDA was ranked in the top 10 percent of economic development groups in the nation by Blane, Canada Ltd., a nationally recognized economic development marketing consulting firm.

HREDA has received several marketing awards from the American Economic Development Council, and Hooks has earned the Leadership Hampton Roads "Courage in Leadership Award" for his "fearless leadership and commitment to the future of Hampton Roads." More than 4,500 new jobs have been announced by the Alliance since he took the helm.

Hooks serves on the Board of Directors of the Virginia Economic Developers Association. He was formerly a senior manager at KPMG, President and CEO of the Albany-Dougherty Economic Development Commission, and President of the Albany, Georgia, Chamber of Commerce. In 1994, he became President of the Georgia Economic Developers Association, the largest state economic development organization in the nation.

Hooks was the Trident Impact Coordinator for the Department of Defense Kings Bay Project for six years. He graduated cum laude from the University of Georgia with a bachelor's in business administration and received an MBA from George Washington University. He is also a graduate of the Economic Development Institute at the University of Oklahoma and is a Certified Economic Developer.

Rural Development
3322 West End Avenue, Suite 300
Nashville, TN 37203

PRSR^T STD
U.S. POSTAGE
PAID
MAILERS CHOICE
37210