

recapturing your downtown 2009

OCT 22, 2009 | JEFFERSON STREET INN | WAUSAU, WI



A CONFERENCE DESIGNED TO
HELP YOUR DOWNTOWN
PROSPER...

October 22, 2009



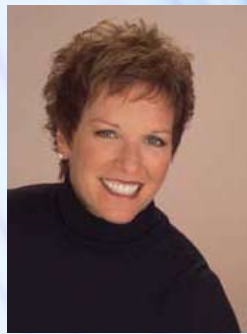
Building Your Entrepreneur's Success Rates

by **Barbara Wold**

How much of a shopping dollar is retained in your community? 6 cents of every dollar spent with a Big Box retailer is retained/recirculated in a community. Twenty cents of every dollar spent with a chain store is

retained/recirculated in a community. Sixty cents of every dollar spent with a sole proprietorship is retained/recirculated in a community. Main Street is a huge part of a city's economic development. It's all about attracting entrepreneurs to Main Street and helping them succeed. Help your entrepreneurs assess where their business could be going, where they want it to be, and help them put into motion some of the ideas from this session that will make a true difference in their success.

Barbara Wold is a street-smart, down-to-earth business speaker, presenting topics from sales and marketing to customer service and tourism. She is an international speaker who has "WOWED" over 400,000 people from all 50 of the United States, Puerto Rico, Guam, Canada, Colombia, Brazil, Venezuela, Singapore, Hong Kong, Philippines, Japan, Indonesia, China, Malaysia, India and the United Arab Emirates.



Live Like You Mean It!

by **Kelli Trumble**

With the tagline, Live Like You Mean It, the Wisconsin Department of Tourism promotes the wonderful variety of activities, communities, and original people in the state. With

tourism as one of the top three industries in Wisconsin, Tourism Secretary Kelli Trumble will discuss the Department's role in statewide branding and the effect of tourism on downtowns. She will share the latest news from the Governor's office to help your downtown and main street prosper.

Kelli Trumble is two years into her tenure as Secretary of Tourism. The governor and state legislature look to Kelli and her staff of 28 to spend their days marketing Wisconsin to visitors and residents, inspiring travelers to love the Wisconsin experience. She's a self-described "servant at heart," judging her own merits on whether she's helped someone open a business, stay in business or grow a business. Kelli is a proud alum of the School of Journalism at the University of Wisconsin-Madison. Today, she and her husband, former Wisconsin Dells' mayor and tourism business owner Ben Borchert, split their time between Madison and Wisconsin Dells.

Breakout Session 1 9:00 a.m. – 10:30 a.m.

Small City Downtowns – Once Forgotten, Now Found- Kevin Korpela, Architect and Entrepreneur

Kevin creates possibilities by finding patterns in the things around us every day through his experience in design, building and entrepreneurial ventures. He is co-founder and co-owner of Downtown Grocery (www.downtowngrocery.com) in Wausau, a local-organic grocery and deli located in an historic storefront on Third Street in Wausau. His work with architecture and design included extensive work on the East High Apartments project in Wausau, which transformed the historic high school into residential living units, along with many other projects.

Focus on a Large City... Waukesha

Members of Main Street Waukesha

Downtown Waukesha is rich in history and packed with contemporary flavor. Whatever your interests, tastes or ideas of fun, you're bound to find it there. From truly historical buildings and merchandise, to a variety of food and entertainment, to diverse shops and galleries, Downtown Waukesha is an exciting urban destination to live, work, shop, eat and play! Join members of Waukesha's BID and Main Street as they showcase their triumphs and share their challenges through over 20 years of downtown improvements.

Waupaca County's Hometown Program

Mike Koles, Waupaca County Extension; Dave Thiel, Waupaca County Economic Development Director; and Ed Wendland, Retail Development Consultant

Learn about the partnership that is implementing the "Hometown Program" in eight cities and villages in Waupaca County. We'll share our research on how to expand business, attract tourists, and bring in new stores with a county program at little or no cost.

Downtown Sustainability: Vanishing Present or Thriving Future?

Steve Dunn, Ph.D., UW-Oshkosh and Center for the Advancement of Sustainable Processes and Environmental Research

Join Dr. Dunn in an examination of the complex topic of sustainability and its implications for the small to medium downtown organization. He will present findings from his ongoing study of businesses in the New North region of Wisconsin and will offer challenges and ideas for looking at your firm, and the area as a whole. Come prepared to engage and actively participate in this session.

Breakout Session 2 10:45 a.m. – 12:15 p.m.

The Politics of Progress

Jim Rosenberg, Wisconsin Public Service Corporation and Mark Craig, Compass Properties

Mark Craig and Jim Rosenberg will share their experiences working with several politically-charged downtown development projects. Using two specific case studies and insight gained from many others, they will help attendees understand what is necessary to gain support against the natural resistance to change and how to deal with the legitimate concerns people have over municipal expenses associated with development projects.

Finding and Nurturing Home Grown Entrepreneurs

Beth Plutchak, Wisconsin Downtown Action Council, Beth Plutchak Consulting

Beth has worked with small businesses and communities for over twenty years, as a Commercial Banker and as an Economic Development Consultant. She shares her toolkit for identifying community assets and nurturing local entrepreneurs. This is the first step for recapturing a vibrant, community-focused downtown.

Focus on a Small City... Rhinelander

Members of Downtown Rhinelander, Inc.

There's more than Hodags in Rhinelander! This "Hub of the Northwoods" is a growing economic center, thanks in part to Downtown Rhinelander Inc. (DRI). The City, along with other community entities, is a key partner with DRI in its revitalization efforts. Learn about the successes and challenges involved as a small city works on downtown revitalization and renovation.

How to Finance Your Downtown Improvement Projects

Gary Becker, Vierbicher Associates Inc. & WDAC Board Member

Are you wondering how to finance your downtown business improvement projects? This session will review some of the important tools for financing – TIF, CDA/RDA, BIDs and NIDs, parking utilities, special assessments and grants. A financing resource fact sheet will be provided

Breakout Session 3 2:00 p.m. – 3:30 p.m.

Enhancing Viability, Safety and Security through Planning and Collaboration

Sgt. John Wallschlaeger, Appleton Police Department

Over time, many downtown areas go through periods of transition. Property owners and businesses come and go. As a result, continuity of a consistent theme or marketing approach often times changes. By collaborating between the City departments, outside agencies, businesses, associations and other stakeholders of the downtown area, the vitality of the downtown is not only maintained but enhanced. Appleton Police Sgt. Wallschlaeger will discuss how this strategy has helped it's downtown to remain viable and key to the community's success and popularity to its residents, visitors and business owners.

Back by Popular Demand! Working with Founda- tions and Boards: A Panel Discussion

Presented by Jim O'Connell, Jean Tehan, Peggy Carrier-Diemer and Brian Gummess

How do foundations choose what to fund and what needs to be done to secure foundation support? A panel of experienced professionals from both the funding and project sides of the equation will share their insights about what kinds of things capture the attention of funding sources and how helping them to fulfill their mission can help you fulfill yours.

Joining Forces to Promote Downtowns!

Catherine Dunlap, Downtown Revitalization Specialist, Wisconsin Main Street Program

Participants will learn about a variety of projects from successful Main Street programs from across the state. Currently, the staff at Wisconsin Main Street teaches 36 rural communities and urban neighborhoods a wide variety of development strategies based on the Four Point Approach developed by the National Trust Main Street Center. The results of their efforts have been impressive. Since 1988, more than \$1 billion has been invested by the private and public sectors, creating more than 16,000 new jobs and rehabilitating more than 5,000 buildings.

Using Social Networking to Enhance Your Down- town: A Look at City Blogs

Tawnya Schilt, Graphic Designer & Production Coordinator at Doice Digital Imaging and Printing, and a Panel of Bloggers

Social Networking is one of the hottest trends that marketers across the nation are talking about. Learn how to use some of the most popular tools to attract people and businesses to your downtown. You'll learn the ins and outs of successful web strategies and some best practices in blog content and promotion. A panel of bloggers will share their experiences to help you get started.

WEDNESDAY, October 21, 2009

Pre-Conference Reception- 7:00 p.m.

Join us for hors d'oeuvres and a cash bar for our pre-conference reception welcoming our speakers and networking with other participants at a successful local downtown business.

Allister Deacon's Coffee House
300 N Third Street

Wausau, WI (in the Washington Square Building,
connected to the Jefferson Street Inn)

~A Wonderful Networking Opportunity~

THURSDAY, October 22, 2009

Jefferson Street Inn

7:00 a.m. – 8:00 a.m.

Registration

8:00 a.m. – 9:00 a.m.

Welcome/Keynote

9:00 a.m. – 10:30 a.m.

by Barbara Wold

10:45 a.m. – 12:15 p.m.

Breakout Session 1

12:15 p.m. – 1:45 p.m.

Choose One of Four

2:00 p.m. – 3:30 p.m.

Lunch and address by

Secretary Kelli Trumble

Breakout Session 3

Choose One of Four

www.uwsp.edu/conted/conferences/downtown

recapturing your downtown 2009 REGISTRATION

You may also register on-line (credit card only) by typing
www.uwsp.edu/conted/conferences/downtown

Only one person may register per form. Please photocopy for additional registrations.

Name _____
 Phone (Day) _____ (Evening) _____
 Title _____
 Company _____
 Company Mailing Address _____
 City/State/Zip _____
 Email: _____
 Home Address _____
 City/State/Zip _____

Check here if you would like your name omitted from the participant list.

Breakout Session 1 (choose one)

- Small City Downtowns--Once Forgotten, Now Found
- Focus on a Large City...Waukesha
- Waupaca County's Hometown Program
- Downtown Sustainability: Vanishing Present or Thriving Future?

Breakout Session 2 (choose one)

- The Politics of Progress
- Finding and Nurturing Home Grown Entrepreneurs
- Focus on a Small City...Rhineland
- How to Finance Your Downtown Improvement Projects

Breakout Session 3 (choose one)

- Enhancing Viability, Safety and Security through Planning and Collaboration
- Working with Foundations and Boards
- Joining Forces to Promote Downtowns
- Using Social Networking to Enhance Your Downtown: A Look at City Blogs

- Yes, I will be attending the Kickoff Reception on Wednesday, October 21st at 7:00 pm at Allister Deacon's



FOUR Ways to Register:

1. **On-line: (credit card only)**
www.uwsp.edu/conted/conferences/downtown
2. **Call 1-800-898-9472 (press 0 ask for Dorothy)**
3. **Fax this registration form to 715-346-4045**
4. **Mail registration form with payment to:**
UWSP - SBDC
2100 Main Street, Room 103
Stevens Point, WI 54481-3897

Please charge the following account:

- MasterCard Visa

Card Number _____ Expires _____
 Cardholder's Name _____
 Cardholder's Signature _____

FEE: \$99.00

Fee includes program materials, reception, breaks, and lunch.

Cancellation Policy: Cancellations will be accepted if received in writing by October 10, 2009. Cancellations will be charged a \$15.00 administrative fee. Substitutions will be accepted.

The Small Business Development Center is partially funded by the U.S. Small Business Administration (SBA). The support given by the SBA through such funding does not constitute any expressed or implied endorsement of any of the co-sponsors' or participants' opinions, products, or services.

The UW-Stevens Point and UW-Extension provide equal opportunities in employment and programming, including Title IX requirements. If you have special needs that require assistance, please notify us in writing or by phone upon registration. Requests will be kept confidential.

No state tax revenue supported the printing of this document.



For lodging: Call Jefferson Street Inn 866-855-6500



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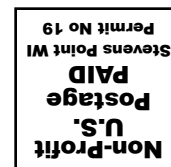
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keynote speaker: **barbara wold**

International known speaker in the retail and consumer industries and is an authority on building business success through customer driven strategies.

OCTOBER 22, 2009



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