



2021 CEC Breakout Session Descriptions



Title	Description	Presenter(s)
September 29th, 2021		
Opening Session: Creating an Entrepreneurial Community in Hannibal: A Panel Discussion	Panel discussion of local business owners and how they built their business, networks and relationships to strengthen the entrepreneurial community in Hannibal.	<ul style="list-style-type: none"> • CHARLIE PHILLIPS, The Quarry House • KATY WELCH, Java Jive • KATHY WEAR, Dutch County General Store. • ARIF DAGIN, La Binnah Bistro • JOE ANDERSON, Bluff City Theater
Building local giving toward entrepreneurial activities	Creating positive change in a community usually requires a combination of time, talents and money. The latter of these can often be a challenge. Andrew will share ways communities can “find” money and build philanthropy to help their plans become realities.	ANDREW MCCREA is a farmer and rancher, an award-winning radio and tv broadcaster and a nationally recognized speaker. One of Andrew’s passions is helping small towns and rural America create positive change. His TotalTownMakeover.com website provides communities with free resources and ideas on how they can build strong communities. He served three terms on his local school board and is the president-elect of the Community Foundation of Northwest Missouri.
Rural Strong (SBDC & PTAC)	Missouri’s SBDC provides businesses the resources to succeed with the hopes of creating a better Missouri for all by helping businesses grow. Small Business Development Centers provide no-cost counseling to all start-ups and small businesses. Maria will be sharing some of the services offered by SBDC as well as the tools and resources businesses can access by working with SBDC. She will cover how businesses can get in touch with their local SBDC. Kris will present an overview of the government contracting process and opportunities for small business owners. He will also present the socio-economic certifications available to qualifying business owners.	<ul style="list-style-type: none"> • MARIA KUHNS is the Entrepreneurship Specialist & Director of SBDC at Hannibal Regional EDC. She holds her bachelor’s in Agribusiness Management and her master’s in Agricultural and Applied Economics. • KRIS BOCKTING is a PTAC Counselor at University of Missouri Extension. He is a procurement counselor that assists business owners with government contracting registration and business opportunities and socio-economic certifications.
Building Restoration & Historic Preservation	Martin has completed 85% of the restoration of the building at 205 North Main Street in Historic Hannibal. The main premise of Martin's talk is just how attainable a project like this is, using established programs. From purchase, finance, design and initial application, to the work with contractors and the certification process, Martin will outline the process and discuss the joy encountered along the way.	MARTIN ERNST MEYER, AIA, LEED-AP is the Vice President of Architecture at PSBA, Inc. His thirty-five years as an architect have seen him design a wide variety of building types, from schools to detention centers and scientific laboratories to the historic preservation of County Courthouses. He is a 4th generation Hannibalian that is currently the secretary of the Historic Hannibal Marketing Council and a charter member of the City's Historic District Development Commission.
Downtown Revitalization	CID/Chapter 353/NID: A combination of incentive tools for a broad front program. Historic neighborhoods and downtown districts have unique challenges requiring special solutions. This model is being used successfully in communities around Missouri. These programs seek to achieve coordinated promotion of downtown districts, physical property improvements and infrastructure/streetscape	COREY MEHAFFY is the Executive Director – HREDC. He joined the staff of Northeast Missouri Economic Development Council (HREDC) as the president of the organization in January of 2019. As president, Mehaffy is responsible for all economic development efforts including business retention and expansion, business attraction and entrepreneurship. Mehaffy has over 30 years of

	<p>improvements.</p> <p>Program Goal: Historic Downtown District experiences new investment, enhanced public infrastructure and improvements in physical appearance.</p>	<p>business development experience and owns several businesses personally.</p>
<p>Regionalism Topics - Housing</p>	<p>Housing is challenges in many rural areas in Missouri. Learn how Hannibal and the northeast region is addressing the challenge of housing through market rate housing and creative affordable housing solutions. Carla will share about developing partnerships to meet housing needs: Case Studies from the City of Moberly on a partnership for senior housing and the City of Hannibal on developing single family homes. Scott will discuss market rate workforce housing, development projects they have completed and ways for cities to be partners in development.</p>	<ul style="list-style-type: none"> • SCOTT KOONTZ is the owner of Koontz Housing. • CARLA POTTS is the Deputy Director of Housing Development for NECAC. She has over 40 years of experience in this position and is a Certified Community Action Professional.
<p>Tourism and Historical Sights Walking Tour</p>	<p>Guided tour of historical sights and tourist destinations in downtown Hannibal.</p>	<p>MEGAN RAPP the Director of Hannibal MO Convention & Visitors Bureau.</p>
<p>Environmental Considerations & Opportunities in Economic Development</p>	<p>In his presentation, Jon will provide an overview of environmental considerations and opportunities in economic development projects. Jon will detail key considerations when purchasing and developing property including real estate due diligence, stormwater planning, renewable energy integration, water and wastewater options, and NEPA review/wetlands mitigation. Jon will also review funding opportunities to assist developers in offsetting the costs of environmental obligations to include brownfields and derelict buildings programs, lead based paint programs, wastewater funding programs, energy efficiency programs.</p>	<p>JON KALLEN, M.S., ESQ. serves as the Corporate Counsel and Director of Business Development for Impact7G. Impact7G is a leading environmental consulting and sustainability firm based in Des Moines with offices throughout Iowa and the southeastern U.S. Jon is a licensed attorney and engineer with over 25 years' experience in the environmental infrastructure and energy fields.</p>
<p>Not Just Mark Twain – Festivals and Events in Hannibal</p>	<p>Hannibal is known as the birthplace of Mark Twain, but it is also home to a number of festivals and events. Learn how these additional events are organized and increase tourism to the city.</p>	<ul style="list-style-type: none"> • LINDA STUDER is the owner of Mississippi Marketplace. • KATY WELCH is the owner of Java Jive.
<p>Regionalism Topics - Workforce</p>	<p>Join this panel discussion to learn strategies for thinking holistically about workforce development. Workforce issues are vexing communities and businesses alike, particularly as population shifts and changes in how people work often mean fierce competition for workers that are available. This presentation will a conversation on ways communities can tackle their workforce challenges. Local Hannibal panelists will also share efforts about in Hannibal aimed at addressing regional workforce challenges.</p>	<ul style="list-style-type: none"> • ROB RUSSEL is the Director of MU Extension Labor & Workforce Development Program/ Assistant Extension Professor. • DIANE SIMBRO is the Executive Director of the Northeast Missouri Workforce Investment Board. • STEPHANIE COOPER is the CEO of Douglass Community Services. She graduated from the University of Missouri with as master's in social work with an emphasis in Policy, Planning and Administration. She holds a LMSW, is a registered lobbyist and has been a CEO in non-profit management for over 20 years. Currently she is on the Hannibal Chamber Board of Directors, the NEMO Workforce Development Board and various other boards and committees.

September 30th, 2021

<p>Broadband/ Remote Workforce Development/ E- commerce</p>	<p>Learn about important issues related to broadband in Missouri.</p>	<p>LOUIS RIGGS is the state representative for District 5 in the Missouri House of Representatives. He serves as a member of the Board of Directors of Missouri Rural Development Partners and also serves as an educator at Hannibal-LaGrange University.</p>
<p>Find the YOU in Your Community's YOUth Entrepreneurial Ecosystem!</p>	<p>Where are the young entrepreneurs in your community? At what age did your entrepreneurial journey begin? In this session, we explore the K-12/youth component of the entrepreneurial ecosystem, actions individuals and groups can take to empower youth entrepreneurs, and strategies communities can use to connect with and integrate young people into ecosystems. Lessons learned from Missouri afterschool providers building K-12/youth entrepreneurial mindsets are highlighted, along with tips and takeaways for youth ecosystem builders.</p>	<ul style="list-style-type: none"> • STEVEN HENNESS is an entrepreneurship consultant with the Missouri AfterSchool Network. • MARK COWSERT is the Assistant Director of the Missouri After School Network within the 4-H Center for Youth Development in MU Extension.
<p>Main Street and Downtown Revitalization: What Works and What to Avoid</p>	<p>This presentation will be about the influence of the Main Street Program on economic outcomes such as job/establishment growth and residential property values.</p>	<p>ANDREW VAN LEUVEN is a PhD, postdoctoral fellow with an expertise in downtown revitalization, economic development, and GIS.</p>
<p>Community Development through the Arts</p>	<p>The arts, arts organizations and partnerships play an important role in this thing we call "community" but can also add to community development, tourism, business recruitment and community pride. Come learn about how Hannibal has used the arts to great advantage.</p>	<p>MICHAEL GAINES has been the Executive Director of Hannibal Arts Council for 28 years and the Missouri Association of Community Arts Agencies for 16 years.</p>
<p>Creating Entrepreneurial Opportunities (CEO) & Ignite Programs</p>	<p>Learn how the "Creating Entrepreneurial Opportunities" program immerses high school students in their local business communities where they learn about those businesses and other opportunities in the community. Discover how it instills the problem-solving entrepreneurial mindset in those students. And understand how it inspires the next generation to live, work, and raise families in their home towns, helping to stop the "brain drain" while building the entrepreneurial ecosystem of both entrepreneurs and intrapreneurs.</p> <p>Ignite is a partnership between Hannibal Regional Economic Development Council, the Small Business Development Center, and the Chamber of Commerce dedicated to creating an ecosystem that attracts, creates, supports, and accelerates new and existing businesses in Northeast Missouri. Ignite creates this ecosystem by establishing entrepreneurship support networks within the community, providing expert technical assistance, and connecting entrepreneurs with resources. Our mission is to develop an entrepreneurial ecosystem that supports new and existing businesses in the Hannibal region.</p>	<ul style="list-style-type: none"> • COREY MEHAFFY is the Executive Director – HREDC. He joined the staff of Northeast Missouri Economic Development Council (HREDC) as the president of the organization in January of 2019. As president, Mehaffy is responsible for all economic development efforts including business retention and expansion, business attraction and entrepreneurship. Mehaffy has over 30 years of business development experience and owns several businesses personally. • CHRIS EGELSTON is a Community Engagement Specialist for the Midland Institute for Entrepreneurship, the provider of CEO. He is an expert at helping communities launch their own CEO Programs.

<p>Building Local Prosperity</p>	<p>Building Local Prosperity (BLP) is an economic development planning and engagement process in which members of communities, counties or regions participate. Areas interested in creating economically resilient communities, establishing visionary leadership, encouraging vibrant small businesses and growing a skilled workforce follow the BLP process to support their economic development planning.</p>	<p>RICHARD PROFFER is a field specialist in Community Development within MU Extension, located in Bollinger County.</p>
<p>America Rescue Plan & Business, Entrepreneurship, Workforce Development Implications</p>	<p>The Northeast Missouri Extension CARES team will share about the American Rescue Plan and its implications for the region's businesses, workforce, and entrepreneurs.</p>	<p>DARLA CAMPBELL and JOE KOENEN have done community development related work over their professional careers. They both have been deeply involved in the CARES team to assist small villages, cities and counties.</p>
<p>Beautification, Parks and Recreation</p>	<p>Learn how Hannibal has had successful beautification projects in their downtown while touring parks!</p>	<ul style="list-style-type: none"> • MARY LYNN RICHARDS is a representative from the Hannibal Parks and Recreation Department. • KRISTY TREVATHAN is a Realtor Associate at Prestige Realty in Ralls County, Missouri.
<p>Ecosystem Building – MoSourceLink Resource Navigator</p>	<p>MoSourceLink connects entrepreneurs, startups and small businesses to the resources they need to start and grow businesses in Missouri, better and faster.</p>	<p>ALEXCES BARTLEY is a Network Builder with MoSourceLink. She regularly meets with Resource Partners and entrepreneurs in Missouri, discovers new resources for entrepreneurs and researches ways to strengthen and sustain Missouri's entrepreneurial ecosystem.</p>
<p>Panel Discussion on Business Resilience – Planning for Hardships</p>	<p>Planning for hardships can help communities and businesses bounce back after challenges. How do business owners adapt, can communities grow after disaster, and how can they prepare for the future?</p> <p>Recovering from Disaster: Joplin's journey from destruction to recovery to growth: An overview of the devastating 2011 tornado in Joplin and steps the Chamber took to support businesses and the community in recovering.</p> <p>Emergency management and how communities can prepare for disaster.</p> <p>Question & answer session will follow the panel presentation.</p>	<ul style="list-style-type: none"> • ROB O'BRIAN is President, O'Brian & Associates LLC. He has been in economic development for 35 years. Starting at the Muncie, IN Chamber, O'Brian was head of the Joplin, MO Area Chamber of Commerce for 23 years before starting his own firm in 2018. At Joplin, O'Brian developed the premier industrial park, created a manufacturing training center in conjunction with Crowder College and developed a small business incubator. He was one of the leaders that helped Joplin recover from a devastating EF5 tornado in 2011 that impacted 530 businesses and destroyed nearly 25% of the housing. As a consultant, O'Brian helps communities with economic and workforce development. • CONNE BURNHAM is the University of Missouri Extension Emergency Management Coordinator. She is an experienced emergency management professional with over 25+ years of experience working with local, state, federal, and nonprofit organizations in the emergency field.