Get ready because this is...

Where the Rubber Meets the Road
Development in Depth: 2015 ACDS Workshop
October 21, 2015

The Fine Art of Community Development

This year’s ACDS Development in Depth workshop provides participants with a detailed look at key strategies for developing your community’s economy and quality of place.

Many communities are struggling to survive. They are challenged to find ways to retain jobs, as well as to keep their best and brightest residents from moving away to nearby cities.

Some have found that the best solution to rural economic development may not be to focus exclusively on landing one big factory. Many communities are yielding greater returns through leveraging, connecting and transforming—focusing on the assets that they have and growing their own opportunities by using economic development strategies that include entrepreneurship, creativity and innovation. Participants in this interactive workshop will be led by Teresa Cheeks Wilson, Community Developer at the Memphis Branch of the Federal Reserve Bank of St. Louis.

As part of its development strategy, Conway has incorporated the arts in many locations and forms throughout the city. Dr. Gayle Seymour, Associate Dean of the College of Fine Arts and Communication at UCA, will discuss the way in which Conway uses fine arts to define its community, build its economy, and enhance its quality of place. As an added bonus, participants will receive an annotated map of the arts on display in the city.

11:30  Registration and Lunch
12:30  Welcome
12:45  Saving Your Small Town – Teresa Cheeks Wilson
2:15  Break
4:00  The Creative Community Developer – Gayle Seymour
5:00  Self-guided tour of Conway arts on display
2015 Annual Meeting
WHERE THE RUBBER MEETS THE ROAD
October 22, 2015

How well do your community development skills hold up in the midst of challenges, issues, or problems? Put on your driving gloves, fasten your seatbelt and fill your tank with high-octane fuel for thought!

**Work sessions and presentations:**

Carve Out Your Spot on the Map—and Your Route to Get There

Ines Polonius, CEO of Communities Unlimited talks with you about envisioning your organization’s—and your community’s—potential, and one proven way to attain your goals.

Get Your Driver’s License

Stephanie Meincke, LMSW (Arkansas Nonprofit Alliance) helps you make sure your officers and board members know the rules of the road when it comes to leading and guiding your organization.

Create a Road Crew

Mark Goodman, CEcD, (Goodman & Associates), tells you how to expand your capacity to build your community by courting and partnering with the resources around you.

Avoid Potholes

Diane Thomas-Holliday, (UALR Institute for Economic Advancement) helps you get through the rough spots in human relations with an interactive conflict resolution training session.

Ride into the Blue Horizon

Steve Jones, PCED (Arkansas Economic Development Commission) facilitates a freewheeling, wide-ranging discussion of 45 ideas in 45 minutes: unique ideas and best practices from your own experience.

Conference participants will also hear and vote on proposals for a $5,000 community development grant from ACDS, and recognize winners of this year’s community development awards.
DON’T DELAY! REGISTER TODAY!
Register online at https://www.regonline.com/ACDS
Or use the form below:

Register for both events and save!

- Name: ____________________________________________________________
- Organization: ______________________________________________________
- Title: ______________________________________________________________
- Preferred Name for Name Tag: _________________________________________
- Street Address: ______________________________________________________
- Address Line 2: _____________________________________________________
- City, State, Zip: _____________________________________________________
- Email ______________________________________________________________
- Phone Number ______________________________________________________

Please select registration option:

NOTE: Check-in and on-site registration will be available at 8:30 am on October 22. If you register for any level EXCEPT workshop only, then your registration fee includes your 2016 membership dues for ACDS.

**BEST PRICE!** Development in Depth Workshop AND Conference—$150 (includes membership dues; $170 after 10/13/2014)

- Workshop AND Conference registration after October 13—$170
- Conference ONLY (October 22)—$85 (includes 2015 membership dues)
- Development in Depth Workshop ONLY (October 21)—$85
- I'm sorry I won't be able to attend this year, but I want to pay my 2016 dues of $50.

Please select payment method.

- Credit Card: Pay by phone by calling (501) 450-5275.
- Request an invoice: payment due upon receipt.
- Payment Enclosed: check must be made out to University of Central Arkansas.

Mail completed form to:

**Attn: ACDS 2015 Outreach and Community Engagement University of Central Arkansas BHCC, Suite 102 201 Donaghey Ave. Conway, Arkansas 72035**

Spending the night for the Workshop and/or Conference? Get a special ACDS discount rate of $89 per night at the Hilton Garden Inn! For reservations, call 501-329-1444. Ask for the ACDS rate!