

2018 Session Preview

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

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

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

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DowntownTX.org: New Ways of Connecting with Old Buildings	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	
Economic Revitalization of Rural Main Streets through Placemaking and Walkable Design	Ian Thomas, America Walks	Michael Wagler, Iowa Economic Development Authority	Rick Elumbaugh, City of Batesville	Gary Toth, Project for Public Spaces
Every Day is Small Business Saturday on Main Street	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
Exploring Brain Gain in Small to Mid-size Communities: a Wisconsin Case Study	Allyson Watson, University of Wisconsin-Extension			
GAMSA: Taking your Community to the Next Level	Steve Amraen, NMSC			
Gentrification: What, Why, and How to Make a Place for All	Della Rucker, Wise Economy Workshop	Derek Peebles, Director, Economics of Compassion	Mark Barbash, Council of Development Finance Agencies	

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

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Juggling Hats: Helping Your Local Preservation Commission Help You	Dan Becker, NC Main Street & Rural Planning Center/NC Dept. of Commerce	Kate Singleton, Preservation Austin, Inc.		
Keeping Your Businesses Healthy in the Age of Amazon	Hilary Greenberg, Greenberg Development Services			
Louisburg, Kansas Bright Future Plan: Enhancing Place and Sustainability through Community Planning	Nicholas Kalogeresis, AICP, The Lakota Group	Cassandra Rice, The Lakota Group	Jean Carder, City of Louisburg	
Main Street and the Municipality: Working Together for Enhanced Economic Growth	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	
Main Street Directors Roundtable	Norma Ramirez de Miess, National Main Street Center, Inc.			
Main Street Refresh: Defining and Implementing Transformation Strategies	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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Main Street Revitalization through Creative Community Collaboration	Ian Brown, GTECH Strategies	Siena Kane, Hilltop Alliance	Maggie Negrete, The Brashear Association	
Main Street: Advocacy in Action	Renee Kuhlman, National Trust for Historic Preservation	Amy Hansen, Downtown Fond du Lac Partnership, Inc.	Malcom Johnstone, West Chester BID	
Managing Main Streets in the Digital Age	Ron Cook, distrx, Inc.			
Manufacturing on Main: the Return of Small Scale Production	Matt Wagner, National Main Street Center			
Market Analysis Lite: Tastes Great, Less Filling!	Kennedy Smith, Community Land Use + Economics Group, LLC			
New Tools for Your State's Historic Preservation Toolbox	Donna Ann Harris, Heritage Consulting Inc.	Katie Henry, Oregon Heritage, Division of Oregon Parks and Recreation Dept.		
Painting the Town: Preserving Your Town's History Through Art	Kelly Poling, Original Artworks by Kelly	Angela Poling, Original Artworks by Kelly	Micah Landes, Main Street Chillicothe	
Planning for Success: the Key to Volunteer Recruitment	Travis Brown, Rokusek			
Preservation Made Practical on Main Street USA	Ron Drake, Ron Drake Consulting			

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

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

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

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

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