

Session Title	Presenter 1	Presenter 2	Presenter 3	Presenter 4
10 Secrets from a Secret Shopper	Alysia Cook, PCED, IOM, Opportunity Strategies LLC			
A Sense of Place: The Intersection of Mayors and Main Street	John Robert Smith, Transportation For America			
Activating Community: The Roslyn Yard Proposal	Jim Nicholls, University of Washington, Department of Architecture, College of Built Environments	Stacy Cannon, University of Washington	Chris Martin	Jennifer Basterrechea
Activating Youth Voice to Revitalize a Community	Stephanie Michel, North 5th Street Revitalization Project	Kimberly Rodriguez, North 5th Street Revitalization Project	Vanahi Diaz, North 5th Street Revitalization Project	James Onofrio, Philadelphia Commerce Department
Addressing Seismic Threats to Our Most Vulnerable Neighborhoods	Erika Lund, City of Seattle Office of Emergency Management	Bradley Padden, Anew Apartments	Maiko Winkler-Chin, Chinatown International District Preservation and Development Authority	Chuck Depew, National Development Council
Advocacy Superheroes: Creating Change for Your Main Street	Sarah Grunewaldt, Main Street Washington	Abby Huff, Hobart Historic Restoration	Renee Kuhlman, National Trust for Historic Preservation	
After the Conference: How to Make it Happen!	Diana Schwartz, River District Association	Rebecca Rowe, Virginia Main Street		
Airbnb Housing Downtown: The Galena, Illinois Experience	Mike Jackson, Upstairs Downtown	Dan Carmody, Eastern Market Corporation		

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Aligning Your Plan of Work with Your Community’s Vision for Downtown	Brantley Snipes, Brantley Snipes Landscape & Design, Inc. / Main Street Greenwood, Inc.	Jan Miller, Mississippi Main Street Association		
Any Size Downtown—Anywhere—Can Become a Destination Downtown	Jon Schallert, The Schallert Group, Inc			
Artists on Main Street: A Model for Creative Community Development	Michele Anderson, Springboard for the Arts	Megan Flanagan, City Center Partnership	Emily Kurash, Winona Main Street	Kelly Nygaard, Faribault Main Street
Avoiding Stress, Burnout, and Other Job Hazards (with Humor!)	Jennifer Rose, Downtown Diva			
Becoming #IdeaFriendly: Crowdsourcing the Future of Your Town	Becky McCray, SaveYour.Town			
Beers, Brains, and Ballrooms: Programming Matters	Nicholas Vann, Washington State Department of Archaeology + Historic Preservation	Mike McMenamin, McMenamins	Rory Turner, Commercial Real Estate Services	Michael Sullivan, Artifacts Consulting, Inc
Brand Score: Measuring the Effectiveness of Your Messaging	Ben Muldrow, Arnett Muldrow & Associates			
Breaking the “Black Box” of Economic Impact: A Tutorial on IMPLAN	Leslie Deacon, Jon Stover & Associates	Jon Stover, Jon Stover & Associates		

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Brownfields Resources: Now is the Time!	Blase Leven, Kansas State University	Rachel McIntosh, Cross Sector Convergence, LLC, a KSU TAB Partner	Ignacio Dayrit, Center for Creative Land Recycling	
Build Positive Proximity with a Statewide Book Club	Douglas Jackson, Virginia Department of Housing and Community Development	Rebecca Rowe, Virginia Main Street		
Building Beyond the Façade: Layering Downtown Spillover Investment	Tash Wisemiller, Montana Department of Commerce	Huston Gibson, Department of Landscape Architecture and Regional & Community Planning College of Architecture, Planning & Design Kansas State University	Micky Zurcher, Helena Business Improvement District	
Building Resiliency on Main Street: Trends in Consumer Preference, Technology, and the Economy	Jon Stover, Jon Stover & Associates	Aaron King, Jon Stover & Associates		
Catalyst Projects Yield Extraordinary Results for Downtowns	Donna Ann Harris, Heritage Consulting Inc.	Isaac Kramer, Downtown Metuchen Alliance	Alex Balloon, Tacony Community Development Corporation	James Harry Calamba, Roxborough Development Corporation
Civility on Main Street: What Does This Mean for Engagement, Democracy, and Downtown?	Anne Ball, Maine Development Foundation	Jan Kearce, Maine Development Foundation		
Collaborative Cultural Tourism: Drawing Visitors Who Love Main Streets	Delilah Poupore, Heart of Biddeford	Anne Ball, Maine Downtown Center	Abbe Levin, Maine Office of Tourism	

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Combating the Brain Drain: Retaining Students in Your Community	Jessica Buchholz, Emporia Main Street, Inc.	James Willingham, Emporia State University		
Creating Treasured Places—Re-imagining Port Townsend’s "Main" Street	Mari Mullen, Port Townsend Main Street Program	Laura Parsons, City of Port Townsend	Samantha Thomas, Independent Consultant	Kris Nelson, Port Townsend Main Street Program
Crowdfunding for Placemaking: The Successes and Challenges	Jenn Cartee, Greater Ashmont Main Street	Ed Gaskin, Greater Grove Hall Main Streets		
Cultivating Community to Save a Theatre	Anne-Marie Knighton, Town of Edenton	Jennifer Harriss, Destination Downtown Edenton, Inc.		
Diverse Revenue Streams: Going Beyond Traditional Sponsorship	Christine Manzella, Boonton Main Street			
Dogs Downtown: Best Practices for Main Street Pets	Britin Bostick, Stewardship Strategies, LLC			
Downtown Collaborations: Using Transformation Strategies to Unite Stakeholders	Josh Adam, Owosso Main Street/DDA	Tracey Peltier, Downtown Owosso Farmers Market	Robert Doran, Owosso Historical Commission	

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Downtown Pedlets: Walking through an Outdoor Dining Transformation	Joan Redeen, Great Falls Business Improvement District	Kellie Pierce, Downtown Great Falls Association		
Economic Development on Main Street	Joe Borgstrom, Place & Main Advisors, LLC			
Enabling Better Places: Zoning Reform for a Stronger Main Street	Lynn Richards, Congress for the New Urbanism	Susan Henderson, PlaceMakers, LLC	Mary Madden, Ferrell Madden	Luke Forrest, Michigan Municipal League
Exit Stage Right: Helping Your Businesses Develop a SuceSSION Strategy	Hialry Greenberg, Greenberg Development Services	Robin Bostrom, Main Street Iowa		
Eyesore or Asset? Downtown Revitalization and Mid-Century Buildings	Caroline Wilson, MacRostie Historic Advisors			
Fill the Hole! Lessons Learned in Partnership and Infill Development	Trey Sherwood, Laramie Main Street	Sarah Reese, City of Laramie	Marla Petersen, Big Hollow Food Coop	
From Ignored Spaces to Third Places	Errin Welty, WEDC/Wisconsin Main Street	Todd Scott		
Funding Apartments with Federal Grants	Chris Wilson, Bartlesville Redevelopment Trust Authority	Steven Watts, Addax Development		
GAMSA: Now and Then and In Between	Jim Miller, Historic Valley Junction Foundation	Dan LoBianco, Dubuque Main Street	Carol Lilly, Community Main Street	Deb Sprecker, Woodbine Main Street

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GAMSA: Taking Your Community to the Next Level	2019 GAMSA Winners	2019 GAMSA Winners	2019 GAMSA Winners	
Go Live! Volunteer Recruitment & Coordination for Today's Main Street Organization	Kaylee Williams, VolunteerLocal			
Golden Nuggets: Sharing Success through Storytelling	Gayle Langley, Colorado Main Street	Matt Ashby, Ayres Associates	Ben Muldrow, Arnett Muldrow & Associates	
Growing Green: Nature, Spending, and Main Streets	Jacob Blue, Ayres Associates Inc	D. Bruce Morrow, Ayres Associates Inc		
Harnessing Place: Placemaking for Learning, Creativity, and Economic Development	Laura Torchio, Project for Public Spaces	Nate Storrington, Project for Public Spaces		
Holiday Decor: Types, Tips, and Timing	Amy Meadows, Windows Matter			
Host a Retail Challenge and Fill Your Vacant Storefronts	Megan Tsui, Red Wing Downtown Main Street			
Housing Matters for Your Community, Downtown, and Historic Preservation	Jim Thompson, Main Street Iowa	Michael Wagler, Iowa Economic Development Authority		

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How \$5 Can Change a Community	Jake Dougherty, Wheeling Heritage	Alex Weld, Wheeling Heritage		
How to Generate Revenue through Marketing Partnerships (AKA Sponsorship)	Sylvia Allen, Allen Consulting, Inc.			
How to Help Your Businesses Win at Marketing	Isaac Kremer, Metuchen Downtown Alliance	Jane Meyer, Central Jersey SCORE	Noelle Starry, 20 Lemons	Susan Wilcox, Edynamic Marketing LLC
How to Prevent Development... On Purpose or By Mistake	Michael Wagler, Main Street Iowa/Iowa Economic Development Authority	Jim Thompson, Main Street Iowa/Iowa Economic Development Authority		
Inside Out: Creating and Maintaining Authenticity	Daniel Carmody, Eastern Market Corporation	Vivian Carmody, Bekley DDA		
It's Hard But We Can Handle It: Tools for Building Community, Consensus, and Collaboration in a Difficult World	Jacqueline Wolven, Main Street Eureka Springs/JacquelineWolve n.com			
Keep, Combine, or Kill: Evaluating Your Downtown Event to Determine Its Future	Suzanne Perreault, Michigan Main Street MEDC			
Leveraging the Experience Economy to Strengthen Your Downtown	Sharon Yazowski, Mortimer & Mimi Levitt Foundation			

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Lighter, Quicker, Cheaper: Demonstration Project Best Practices	Kate Herzog, Downtown Bismarck Community Foundation	Dawn Kopp, Downtown Business Association of Bismarck		
Main Street Stories: Fostering Engagement Through Video Stories	Joe Frost, Oakland County			
Main Street Success: Business Attraction and Retention Strategies	Charles Parker, The Retail Coach	Jenny Boulware, Municipal Association of South Carolina	Alex Flachsbart, Balch & Bingham, LLP / Main Street Alabama Board of Directors	Andy Arnes, City of Shelton
Main Streets Assemble! Finding Your Downtown Heroes!	Kristi Trevarrow, Downtown Rochester	Ron Drake, Ron Drake Consulting		
Make It Rain at Your Events	Marissa McGrath, Downtown Bellingham Partnership	Lindsey Payne-Johnstone, Downtown Bellingham Partnership		
Makin' Green by Goin' Green!	Lisa Johnson, Culture Couture/ Montclair BID			
Modernizing Main Street: The Story of Mid-Century design	Michael Houser, WA State SHPO			
Moving from Strategic Planning to Strategic Doing	Darrin Wasniewski, Wisconsin Economic Development Corporation			

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Optimizing Main Street with Pedestrian and Vehicle Data	Jonathan Stone, Downtown Oregon City Association			
Organizations Shouldn't Be Ordinary, Be Extraordinary!	Mary DesMarais, Gig Harbor Downtown Waterfront Alliance	Mary Gorman, Gig Harbor Downtown Waterfront Alliance		
Parking [Public] Spaces	Katie Shannon, VHB	Katy Magruder, Land Development Studio, City of Orlando		
Partnering Libraries with Main Streets to Make Great Third Spaces	Alex Balloon, Tacony Community Development Corporation	Suzin Weber, Free Library of Philadelphia		
pARTnerships	Liz Parham, NC Main Street & Rural Planning Center/NC Department of Commerce	Sharon Jablonski, Main Street Department/City of Morganton		
Pasco: Revitalizing a Latino Main Street without Displacement	Tanya Bowers, Tanya Bowers Consulting	Jacob Gonzalez, Downtown Pasco Development Authority	Martin Valadez, Tri-Cities Hispanic Chamber of Commerce	Michael Morales, City of Pasco
Pintando La Villita: Studies in Immigrant Innovation	Jaime DiPaulo, Little Village Chamber of Commerce			
Pitching Entrepreneurship: Building Partnerships to Jumpstart Your Downtown Economy	Jessica Hupp, Virginia Dept. of Housing and Community Development	Jenny Crittenden, Main Street Preservation Trust	Todd Wolford, Downtown Wytheville, Inc.	Tamyra Vest, Destination Downtown South Boston

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Pocket Parks: New Third Places in Challenged Neighborhoods	Tim McCollow, City of Milwaukee - Environmental Collaboration Office			
Pop Up Shops: Transform Your District with This Affordable Economic Development Initiative	Nora Roughen-Schmidt, Viroqua Chamber Main Street			
Positioning Main Street Programs for 21st Century Volunteers	Ken Culp, III, University of Kentucky, College of Agriculture			
Pro Tips for Main Street Tax Credit Projects	Nicholas Vann, Washington State Department of Archaeology + Historic Preservation	Angela Shearer, National Park Service		
Promoting and Preserving Legacy Businesses	Anthony Veerkamp, National Trust for Historic Preservation			
Rallying Multiple Districts around One Downtown Vision	Cristina Sheppard-Decius, Downtown Dearborn			
Rock Your Downtown: Executing a Badass Concert Series	Janie Pope, Orlando Main Streets	Robert Soviero, Orlando Main Streets		
Rural Revitalization through Local Food	Kelli Kelly, Fallon Food Hub			

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Saving Our Cities: Is Communication the Key to What's Missing?	Cathleen Edgerly, Howell Main Street Inc.	Kate Litwin, Howell Main Street Inc.		
Seeing Main Street in a Whole New Light	Seanette Corkill, Frontdoor Back, Retail Store Design			
Social Media Planning: Build a Content Calendar for Next Week	Sheila Scarborough, Tourism Currents	Leslie McLellan, Tourism Currents		
Stimulating Economic Development through Preservation: A Case Study	Kevin Daniels, Daniels Real Estate	Allyn Stellmacher, ZGF Architects		
StreetPlan.Net: Free On-Line Complete Street Design Tool	Mike Brown, Metro Analytics	Benjamin Levenger, Downtown Redevelopment Services		
Strengthen Engagement to Strengthen Effectiveness	William SaintAmour, Cobalt Community Research			
Surviving and Thriving Through Major Street Scape Projects	Jennifer Bell, City of Winchester			
Tax Credit Financing: Show Me the Money!	Nicholas Vann, Washington State Department of Archaeology + Historic Preservation	Renee Kuhlman, National Trust for Historic Preservation	Merrill Hoopengardner, NTCIC	Stephen Day, Stephen Day Architecture, PLLC

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The "Opportunity" in Opportunity Zones	Alexander Flachsbart, Opportunity Alabama	John Lettieri, Economic Innovation Group	Mary Helmer, Main Street Alabama	
The "Reality" of Retail: Creating Dynamic Customer Experiences	Courtney Adkins, Shop Talk II with Courtney Adkins			
The Age of Amazon: Keeping Main Street Competitive	John Bry, Main Street Oakland County			
The Collaboration of FabLab ICC and Independence Main Street	Jim Correll, Fab Lab ICC at Independence Community College	Tabatha Snodgrass, Independence Main Street		
The How Behind the Wow: Creating Stellar Stores	Seanette Corkill, Frontdoor Back, Retail Store Design	Anne Marie Luthro, Frontdoor Back, Retail Store Design		
The Magic Happens When the Property Owner Has Vision	Rory Turner, Rory Turner	Linda Haglund, Wenatchee Downtown Association		
The Power of Play: Sparking Joy and Local Prosperity	Jessica Brauer, Laramie Main Street Alliance			
The Smithsonian Comes to Town!	Terry Poe Buschkamp, Iowa Economic Development Authority/Iowa Downtown Resource Center/Main Street Iowa	Carol Harsh, Smithsonian Institution	Joe Jennison, Mount Vernon/Lisbon Community Development Group	

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The Upper Story: Creating a Great Downtown Tour	Amy Smith, Madison Main Street Program	Victoria Perry, Madison Main Street Program		
Third Place Coffee Shops: Can All 3 Make It?	Valecia Crisafulli, Madison Main Street	Victoria Perry, Madison Main Street		
Treating Your District as a Product to Sell	Jonathan Stone, Downtown Oregon City Association	Bradly James, McMinnville Downtown Association		
Urban Design for Main Street: A User's Guide	Meredith Bergstrom, Dover, Kohl & Partners	Jason King, Dover, Kohl & Partners		
Urban Main Streets Advocacy: The 5th Point of the 4 Points Approach	Max Gruner, East Boston Main Streets			
UrbanMain Network: Year in Review, Chicago	Nicholas Gauna, Groupon	Rhonda McFarland, Quad Communities Development Corporation	Sandra Bivens, 51st Street Business Association	Dionne Baux, National Main Street Center
Using Social Media to Tell Your Downtown's Story	Megan Tsui, Red Wing Downtown Main Street			
Utilizing Energy Efficiency Finance for Main Street Revitalization	Jessica Bailey, Greenworks Lending			

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What Will You Do If Disaster Strikes?	Lindsey Dotson, Charlevoix Main Street DDA			
Yes, And! Tactics to Tackle Roadblocks	Laura Torchio, Project for Public Spaces	Katherine Peinhardt, Project for Public Spaces		
You Want Me to Do What? Tips for Working With Your Property Owner Support	Casey Woods, Emporia Main Street	Hilary Greenberg, Greenberg Development Services		

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