

# COMMUNITY DEVELOPMENT INSTITUTE

## 2024 PROGRAM | JULY 29 - AUGUST 2



# THE COMMUNITY DEVELOPMENT PLAYBOOK

### YEAR 1

Stanley Russ Hall, Room 103

*Directors: Bill Luther and Talicia Richardson*

### YEAR 2 (Purple Class)

College of Business, Room 111

*Directors: Julie Allen and Julie Murray*

### YEAR 2 (Gray Class)

College of Business, Room 118

*Directors: Chris Wasson and Tandee White*

### YEAR 3

Brewer-Hegeman Conference Center,  
Room 112/114

*Directors: Lisa Johnson and Kevin Sexton*

### ADVANCED YEAR

Brewer-Hegeman Conference Center, Room 101

*Directors: Dana Poindexter and Amy Williams*

## Monday, July 29

7:30 am - 8:30 am  
**Registration/Breakfast**

8:30 am - 9:00 am  
**Opening Session**

9:00 am - 9:15 am  
**Move to Classroom**

9:15 am - 10:15 am  
**Class Introductions**

10:15 am - 10:45 am  
**Overview of CDI Network and PCED Exam**  
*Shelby Fiegel, PCED*

10:45 am - 12:15 pm  
**Community & Economic Development Practice**  
*Jamie Rayford, PCED*

12:15 pm - 1:30 pm  
**Lunch on Your Own**

1:30 pm - 2:30 pm  
**Identifying and Developing Stakeholders, Leaders, and Volunteers**  
*Dr. Lesley Graybeal*

2:30 pm - 2:45 pm  
**Break**

2:45 pm - 4:45 pm  
**Diversity and Inclusion**  
*Charlotte Strickland and Wendy Holbrook*

4:45 pm - 5:15 pm  
**Group Pictures/  
Silent Auction (BHCC 103)**

5:15 pm - 7:00 pm  
**Networking Reception  
(McCastlain Ballroom)**

## Tuesday, July 30

8:00 am - 8:30 am  
**Breakfast**

8:30 am - 9:45 am  
**Community Asset Mapping and Assessments**  
*Dr. Hunter Goodman*

9:45 am - 10:00 am  
**Break**

10:00 am - 11:30 am  
**Community Strategic Visioning and Planning**  
*Brad Lacy*

11:30 am - 1:00 pm  
**Lunch on Your Own**  
**Newtonia (BHCC 111/113)**  
*Shelby Fiegel, PCED and Truett Smith, PCED*

1:00 pm - 5:00 pm

## Wednesday, July 31

8:00 am - 8:30 am  
**Breakfast**

8:30 am - 10:00 am  
**Keynote  
(McCastlain Ballroom)**  
*Janet Harris, Winthrop Rockefeller Institute*

10:00 am - 10:15 am  
**Move to Classroom**

10:15 am - 11:15 am  
**Understanding Community Economies**  
*Jon Chadwell, CEcD*

11:15 am - 12:00 pm  
**Newtonia Debrief**  
*Shelby Fiegel, PCED*

12:00 pm - 1:30 pm  
**Lunch on Your Own**

1:30 pm - 2:30 pm  
**Ethics**  
*Drew Williams*

2:30 pm - 2:45 pm  
**Break**

2:45 pm - 3:45 pm  
**Grassroots Organizing**  
*Ryan Biles*

3:45 pm - 5:00 pm  
**Leadership Development**  
*Dr. Marta Loyd*

## Thursday, August 1

8:00 am - 8:30 am  
**Breakfast**

8:30 am - 10:00 am  
**Community Development Musts**  
*Steve Jones, PCED*

10:00 am - 10:15 am  
**Break**

10:15 am - 11:30 am  
**Healthy Communities**  
*Dr. Quynatta Mumford*

11:30 am - 1:00 pm  
**Lunch on Your Own**

1:00 pm - 2:15 pm  
**Workforce Development Ages 0-5**  
*Dr. Nicola Edge and Alison Williams*

2:15 pm - 2:45 pm  
**Break**

2:45 pm - 5:00 pm  
**Poverty Simulation (BHCC 111/113)**  
*Dr. Lesley Graybeal and Dr. Shaneil Ealy*

5:00 pm - 5:45 pm  
**Final Silent**  
*Auction Bids (BHCC 103)*

## Friday, August 2

8:00 am - 8:30 pm  
**Breakfast**

8:30 am - 9:45 am  
**Class Debrief**

9:45 am - 11:30 am  
**Closing Session and Awards Ceremony (McCastlain Ballroom)**

## Monday, July 29

7:30 am - 8:30 am  
**Registration/Breakfast**

8:30 am - 9:00 am  
**Opening Session**

9:00 am - 9:15 am  
**Move to Classroom**

9:15 am - 10:00 am  
**Class Introductions**

10:00 am - 11:15 am  
**Emergency Management**  
*Scott Bass*

11:15 am - 12:45 pm  
**Lunch on Your Own**

12:45 pm - 2:00 pm  
**Business Retention and Expansion**  
*Corey Parks, PCED*

2:00 pm - 2:15 pm  
**Break**

2:15 pm - 4:30 pm  
**Miller County Simulation**  
*Steve Jones, PCED and Matt Twyford, PCED*

4:30 pm - 5:00 pm  
**Group Pictures/  
Silent Auction  
(BHCC 103)**

5:00 pm - 7:00 pm  
**Networking Reception  
(McCastlain Ballroom)**

## Tuesday, July 30

8:00 am - 8:30 pm  
**Breakfast**

8:30 am - 9:45 am  
**Business Attraction and Site Selection**  
*Danny Games, CECD*

9:45 am - 10:00 am  
**Break**

10:00 am - 11:15 am  
**Strategic Doing**  
*Dr. Joe Fratesi*

11:15 am - 12:45 pm  
**Lunch on Your Own**

12:45 pm - 2:15 pm  
**Miller County Simulation**  
*Steve Jones, PCED and Matt Twyford, PCED*

2:15 pm - 2:30 pm  
**Break**

2:30 pm - 3:45 pm  
**Communicating With Your Community**  
*Sandra McGrew, APR*

3:45 pm - 5:00 pm  
**Effective Meeting Facilitation/Conflict Resolution**  
*Charlotte Strickland*

## Wednesday, July 31

8:00 am - 8:30 am  
**Breakfast**

8:30 am - 10:00 am  
**Keynote  
(McCastlain Ballroom)**  
*Janet Harris, Winthrop Rockefeller Institute*

10:00 am - 10:15 am  
**Move to Classroom**

10:15 am - 11:30 pm  
**Community and Economic Development Finance**  
*Michael Eggleston*

11:30 pm - 12:45 pm  
**International Trends**  
*Mervin Jebaraj*

12:45 pm - 2:15 pm  
**Lunch on Your Own**

2:15 pm - 3:00 pm  
**PCED Panel**

3:00 pm - 3:15 pm  
**Break**

3:15 pm - 5:00 pm  
**StrengthQuest**  
*Dr. Steven Shook*

## Thursday, August 1

8:00 am - 8:30 pm  
**Breakfast**

8:30 am - 9:45 am  
**Placemaking**  
*Corey Parks, PCED*

9:45 am - 10:15 am  
**Travel to Arnold Innovation Center/  
City of Conway**

10:15 am - 11:15 am  
**Managing the Physical and Built Environment**  
*City of Conway Planning Department*

11:15 am - 12:45 pm  
**Lunch on Your Own**

12:45 pm - 2:00 pm  
**Building Entrepreneurial Communities**  
*Dr. Jeff Standridge*

2:00 pm - 2:15 pm  
**Return to UCA**

2:15 pm - 2:30 pm  
**Break**

2:30 pm - 3:45 pm  
**Quality of Place**  
*Talicia Richardson, PCED*

3:45 pm - 5:00 pm  
**Planning Livable Communities**

*Dave Roberts, ASLA, and Julie Luther-Kelso, AICP, ASLA*

5:00 pm - 5:45 pm  
**Final Silent Auction Bids (BHCC 103)**

## Friday, August 2

8:00 am - 8:30 pm  
**Breakfast**

8:30 am - 9:45 am  
**Class Debrief**

9:45 am - 11:30 am  
**Closing Session and Awards Ceremony  
(McCastlain Ballroom)**

## Monday, July 31

7:30 am – 8:30 am

**Registration and Breakfast**

8:30 am – 9:00 am

**Opening Session**

9:00 am – 9:15 am

**Move to Classroom**

9:15 am – 10:00 am

**Class Introductions**

10:00 am – 11:15 am

**Business Retention and Expansion**

*Corey Parks, PCED*

11:15 am – 12:45 pm

**Lunch on Your Own**

12:45 pm – 2:00 pm

**Emergency Management**

*Scott Bass*

2:00 pm – 2:15 pm

**Break**

2:15 pm – 4:30 pm

**Miller County Simulation**

*Steve Jones, PCED and Matt Twyford, PCED*

4:30 pm – 5:00 pm

**Group Pictures/  
Silent Auction  
(BHCC 103)**

5:00 pm – 7:00 pm

**Networking Reception  
(McCastlain Ballroom)**

## Tuesday, August 1

8:00 am - 8:30 pm

**Breakfast**

8:30 am – 9:45 am

**Strategic Doing**

*Dr. Joe Fratesi*

9:45 am – 10:00 am

**Break**

10:00 am – 11:15 am

**Business Attraction and Site Selection**

*Danny Games, CEcD*

11:15 am – 12:45 pm

**Lunch on Your Own**

12:45 pm – 2:15 pm

**Miller County Simulation**

*Steve Jones, PCED and Matt Twyford, PCED*

2:15 pm – 2:30 pm

**Break**

2:30 pm – 3:45 pm

**Quality of Place**

*Talicia Richardson, PCED*

3:45 pm – 5:00 pm

**Communicating With Your Community**

*Sandra McGrew, APR*

## Wednesday, August 2

8:00 am - 8:30 pm

**Breakfast**

8:30 am – 10:00 am

**Keynote**

**(McCastlain Ballroom)**

*Janet Harris, Winthrop*

*Rockefeller Institute*

10:00 am – 10:15 am

**Move to Classroom**

10:15 am – 11:30 am

**International Trends**

*Mervin Jebaraj*

11:30 am – 12:45 pm

**Community and Economic Development Finance**

*Michael Eggleston*

12:45 pm – 2:15 pm

**Lunch on Your Own**

2:15 pm – 3:00 pm

**PCED Panel**

3:00 pm – 3:15 pm

**Break**

3:15 pm – 5:00 pm

**StrengthsQuest**

*Nadia Eslinger*

## Thursday, August 3

8:00 am - 8:30 pm

**Breakfast**

8:30 am – 9:45 am

**Effective Meeting**

**Facilitation/Conflict**

**Resolution**

*Charlotte Stickland*

9:45 am – 10:15 am

**Travel to the Arnold**

**Innovation Center/  
City of Conway**

10:15 am – 11:30 am

**Building Entrepreneurial Communities**

*Dr. Jeff Standridge*

11:30 am – 1:00 pm

**Lunch on Your Own**

1:00 pm – 2:00 pm

**Managing the Physical and Built Environment**

*City of Conway Planning Department*

2:00 pm – 2:15 pm

**Return to UCA**

2:15 pm – 2:30 pm

**Break**

2:30 pm – 3:45 pm

**Planning Livable Communities**

*Dave Roberts, ASLA, and Julie Luther-Kelso, AICP, ASLA*

3:45 pm - 5:00 PM

**Placemaking**

*Corey Parks, PCED*

5:00 pm – 5:45 pm

**Final Silent**

**Auction Bids (BHCC 103)**

## Friday, August 4

8:00 am - 8:30 pm

**Breakfast**

8:30 am – 9:45 am

**Class Debrief**

9:45 am – 11:30 am

**Closing Session and Awards Ceremony  
(McCastlain Ballroom)**

## Monday, July 31

7:30 am – 8:30 am  
**Registration and Breakfast**

8:30 am – 9:00 am  
**Opening Session**

9:00 am – 9:15 am  
**Move to Classroom**

9:15 am – 10:00 am  
**Class Introductions**

10:00 am – 11:15 am  
**Historic Preservation**  
*Rachel Patton*

11:15 am – 12:45 pm  
**Lunch on Your Own**

12:45 pm – 1:45 pm  
**Building Bridges Between Communities**  
*Dr. Steven Shook*

1:45 pm – 2:00 pm  
**Break**

2:00 pm – 3:30 pm  
**Peer Recovery and Opioid Crisis**  
*Kyle Brewer, Lester Cupp, and Casey Copeland*

3:30 pm – 4:30 pm  
**Blue Sky**  
*Kevin Sexton, PCED*

4:30 pm – 5:00 pm  
**Group Pictures/ Silent Auction (BHCC 103)**

5:00 pm – 7:00 pm  
**Networking Reception (McCastlain Ballroom)**

## Tuesday, August 1

8:00 am - 8:30 pm  
**Breakfast**

8:30 am – 9:45 am  
**Blue Sky**  
*Kevin Sexton, PCED*

9:45 am – 10:00 am  
**Break**

10:00 am – 11:15 am  
**Establishing and Managing CBOs**  
*Spring Hunter*

11:15 am – 12:45 pm  
**Lunch on Your Own**

12:45 pm – 2:15 pm  
**Workforce Planning and Development**  
*Julianne Dunn, PCED*

2:15 pm – 2:30 pm  
**Break**

2:30 pm – 3:45 pm  
**Neighborhood Development**  
*James Walden, AICP*

3:45 pm – 5:00 pm  
**Grants**  
*Linsley Kinkade, PCED*

## Wednesday, August 2

8:00 am - 8:30 pm  
**Breakfast**

8:30 am – 10:00 am  
**Keynote (McCastlain Ballroom)**  
*Janet Harris, Winthrop Rockefeller Institute*

10:00 am – 10:15 am  
**Move to Classroom**

10:15 am – 10:45 am  
**Blue Sky**  
*Kevin Sexton, PCED*

10:45 am – 11:45 am  
**Community Leadership Development**  
*Dr. Phillip Fletcher*

11:45 am – 1:15 pm  
**Lunch on Your Own**

1:15 pm – 2:15 pm  
**Measuring Community Progress**  
*Lauren Morris*

2:15 pm – 3:30 pm  
**Marketing Your Community**  
*Jon Chadwell, CEcD*

3:30 pm – 3:45 pm  
**Break**

3:45 pm – 5:00 pm  
**Somerset Simulation and PCED Prep**  
*James Hopper, PCED*

## Thursday, August 3

8:00 am - 8:30 pm  
**Breakfast**

8:30 am - 10:30 am  
**Productive Conflict for Communities and Organizations**  
*Dr. Liz Lundeen and Dr. Lesley Graybeal*

10:30 am - 10:45 am  
**Break**

10:45 am - 12:00 pm  
**Retail Development**  
*Alicia Payseno, PCED, Don Clark, Phillip Patterson, and John Wilkerson*

12:00 pm - 12:30 pm  
**Travel to North Little Rock**

12:30 pm - 1:30 pm  
**Catered Lunch in North Argenta**

1:30 pm - 2:30 pm  
**Tour of Argenta**  
*Colleen Bailey*

2:30 pm - 3:45 pm  
**Innovation Hub Tour**

3:45 pm - 4:30 pm  
**Tourism as Economic Development**  
*Susie Cowan*

4:30 pm - 5:00 pm  
**Travel to Conway**

## Friday, August 4

8:00 am - 8:30 pm  
**Breakfast**

8:30 am – 9:45 am  
**Class Debrief**

9:45 am – 11:00 am  
**Closing Session and Awards Ceremony (McCastlain Ballroom)**

1:00 pm – 3:00 pm  
**PCED Exam (BHCC 112/114)**

## Monday, July 29

7:30 am – 8:30 am

**Registration and  
Breakfast**

8:30 am – 9:00 am

**Opening Session**

9:00 am – 9:30 am

**Introductions**

9:30 am - 10:00 am

**What is the CDI  
Advanced Year?**

10:00 am - 11:00 am

**Community Data  
Deep Dive**

11:00 am - 12:45 pm

**Lunch On Your Own**

1:00 pm - 4:00 pm

**Guided Tour**

(See Agenda in  
Packet for Details)

4:00 pm - 4:30 pm

**Travel to UCA and Debrief**

4:30 pm

**Group Photo**

5:00 pm - 7:00 pm

**Networking Reception  
(McCastlain Ballroom)**

## Tuesday, July 30

8:00 am – 8:30 am

**Breakfast**

8:30 am

**Load the Bus**

8:30 am - 9:00 am

**Travel to Morrilton**

9:00 am - 4:30 pm

**Guided Tour**

(See Agenda in  
Packet for Details)

4:30 pm - 5:00 pm

**Travel to UCA and Debrief**

## Wednesday, July 31

8:00 am – 8:30 am

**Breakfast**

8:30 am – 10:00 am

**Keynote  
(McCastlain Ballroom)**

*Janet Harris, Winthrop  
Rockefeller Institute*

10:00 am

**Load the Bus**

10:00 am - 10:30 am

**Travel to Greenbrier**

10:00 am – 4:00 pm

**Guided Tour**

(See Agenda in  
Packet for Details)

4:00 pm - 5:00 pm

**Travel to UCA and Debrief**

## Thursday, August 1

8:00 am – 8:30 am

**Breakfast**

8:30 am – 11:00 am

**Debrief**

11:00 am – 12:30 pm

**Lunch On Your Own**

12:30 pm – 2:00 pm

**Skills Session 1**

2:00 pm – 2:15 pm

**Break**

2:15 pm – 5:00 pm

**Skills Session 2**

5:00 pm – 5:30 pm

**Final Silent**

**Auction Bids**

**(BHCC 103)**

5:00 pm - 7:00 pm

**CDI 2024**

**Celebration Reception**

## Friday, August 2

8:00 am – 8:30 am

**Breakfast**

8:30 am – 9:45 am

**Overall Debrief**

9:45 am – 11:30 am

**CDI Closing Reception and  
Awards Ceremony**

# University of Central Arkansas – Brewer-Hegeman Conference Center



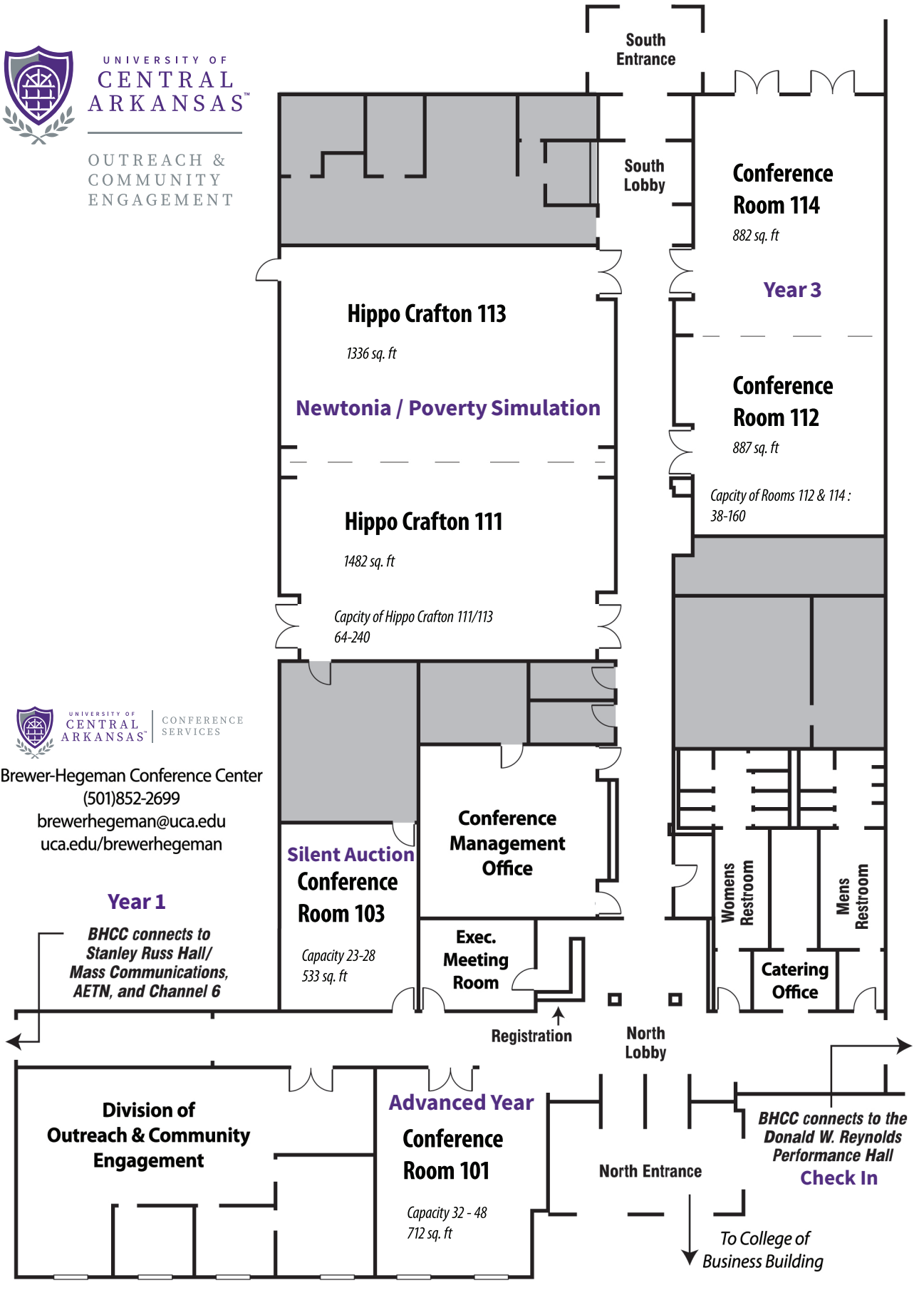
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SERVICES

Brewer-Hegeman Conference Center  
(501)852-2699  
brewerhegeman@uca.edu  
uca.edu/brewerhegeman



## Year 1

BHCC connects to  
Stanley Russ Hall/  
Mass Communications,  
AETN, and Channel 6

## Advanced Year

BHCC connects to the  
Donald W. Reynolds  
Performance Hall  
**Check In**

Year 2 (Purple & Gray Classes)

# PRESENTING SPONSORS



# KEYNOTE SPONSOR



# SPONSORS



# SCHOLARSHIP SUPPORTERS



CDI Alumni Network

CDI 2023 Year 3 Class  
(Pay It Forward Scholarships)

Bill Miller  
Scholarship Fund

Jenna Rhodes  
Scholarship Fund