

# COMMUNITY DEVELOPMENT INSTITUTE

2025 PROGRAM | JULY 28 - AUGUST 1, 2025



## YEAR 1

Stanley Russ Hall, Room 103

*Directors: Bill Luther and Talicia Richardson*

## YEAR 2

Brewer-Hegeman Conference Center,  
Room 112/114

*Directors: Chris Wasson and Tandee White*

## YEAR 3 (Purple Class)

College of Business, Room 111

*Directors: Julie Allen and Brittany Lutz*

## YEAR 3 (Gray Class)

College of Business, Room 118

*Directors: Kevin Sexton and Lisa Johnson*

## ADVANCED YEAR

Brewer-Hegeman Conference Center, Room 101

*Directors: Amy Williams and Dana Poindexter*

Monday, July 28	Tuesday, July 29	Wednesday, July 30	Thursday, July 31	Friday, August 1
7:30 am - 8:30 am <b>Registration</b>	8:00 am - 8:30 am <b>Networking/Coffee</b>	8:00 am - 8:30 am <b>Breakfast (McCastlain Ballroom)</b>	8:00 am - 8:30 am <b>Networking/Coffee</b>	8:00 am - 8:30 pm <b>Networking/Coffee</b>
8:30 am – 9:00 am <b>Opening Session</b>	8:30 am – 9:45 am <b>Workforce Development: Ages 0 - 5</b> <i>Dr. Nicola Edge and Jamie Ward</i>	8:30 am – 10:00 am <b>Keynote (McCastlain Ballroom)</b> <i>Zachary Benedict</i>	8:30 am – 10:00 am <b>Community Development Musts</b> <i>Steve Jones, PCED</i>	8:30 am – 9:45 am <b>Class Debrief</b>
9:00 am – 9:15 am <b>Move to Classroom</b>				9:45 am – 11:30 am <b>Closing Session and Awards Ceremony (McCastlain Ballroom)</b>
9:15 am – 10:15 am <b>Class Introductions</b>	9:45 am – 10:00 am <b>Break</b>	10:00 am – 10:15 am <b>Move to Classroom</b>	10:00 am – 10:15 am <b>Break</b>	
10:15 am – 10:45 am <b>Overview of CDI Network and PCED Exam</b> <i>Tabatha Duvall, PCED</i>	10:00 am – 11:30 am <b>Strategic Visioning and Planning</b> <i>Corey Parks, PCED</i>	10:15 am – 11:15 am <b>Understanding Community Economies</b> <i>Jon Chadwell, CECD</i>	10:15 am – 11:30 am <b>Healthy Communities</b> <i>Dr. Brookshield Laurant</i>	
10:45 am – 12:15 pm <b>Community &amp; Economic Development Practice</b> <i>Jamie Rayford, PCED</i>	11:30 am – 1:00 pm <b>Lunch on Your Own</b>	11:15 am – 12:00 pm <b>Newtonia Debrief</b> <i>Tabatha Duvall, PCED</i>	11:30 am – 1:00 pm <b>Lunch on Your Own</b>	
12:15 pm – 1:30 pm <b>Lunch on Your Own</b>	1:00 pm – 5:00 pm <b>Newtonia (BHCC 111/113)</b> <i>Truett Smith, PCED and Tabatha Duvall, PCED</i>	12:00 pm – 1:30 pm <b>Lunch on Your Own</b>	1:00 pm – 2:15 pm <b>Community Asset Mapping and Assessments</b> <i>Dr. Hunter Goodman</i>	
1:30 pm – 2:30 pm <b>Identifying and Developing Stakeholders, Leaders, and Volunteers</b> <i>Dr. Lesley Graybeal</i>		1:30 pm – 2:30 pm <b>Ethics</b> <i>Corey Parks, PCED</i>	2:15 pm – 2:45 pm <b>Break</b>	
2:30 pm – 2:45 pm <b>Break</b>		2:30 pm – 2:45 pm <b>Break</b>	2:45 pm – 5:00 pm <b>Poverty Simulation (BHCC 111/113)</b> <i>Dr. Lesley Graybeal and Dr. Shaneil Ealy</i>	
2:45 pm – 4:45 pm <b>Building Community</b> <i>Charlotte Strickland and Wendy Holbrook</i>		2:45 pm – 3:45 pm <b>Grassroots Organizing</b> <i>Ryan Biles</i>	5:00 pm – 5:45 pm <b>Final Silent Auction Bids (BHCC 103)</b>	
4:45 pm – 5:15 pm <b>Group Pictures (McCastlain Hall, Baum Gallery) / Silent Auction (BHCC 103)</b>		3:45 pm – 5:00 pm <b>Leadership Development</b> <i>Janet Harris</i>		
5:15 pm – 7:00 pm <b>Networking Reception (McCastlain Ballroom)</b>				

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7:30 am - 8:30 am <b>Registration/Breakfast</b>	8:00 am - 8:30 pm <b>Networking/Coffee</b>	8:00 am - 8:30 am <b>Breakfast (McCastlain Ballroom)</b>	8:00 am - 8:30 pm <b>Networking/Coffee</b>	8:00 am - 8:30 pm <b>Networking/Coffee</b>
8:30 am - 9:00 am <b>Opening Session</b>	8:30 am - 9:45 am <b>Business Attraction and Site Selection</b> <i>Danny Games, CEcD</i>	8:30 am - 10:00 am <b>Keynote (McCastlain Ballroom)</b> <i>Zachary Benedict</i>	8:30 am - 9:45 am <b>Placemaking</b> <i>Brad Lacy, CCE, IOM</i>	8:30 am - 9:45 am <b>Class Debrief</b>
9:00 am - 9:15 am <b>Move to Classroom</b>	9:45 am - 10:00 am <b>Break</b>	10:00 am - 10:15 am <b>Move to Classroom</b>	9:45 am - 10:15 am <b>Travel to Arnold Innovation Center/ City of Conway</b>	9:45 am - 11:30 am <b>Closing Session and Awards Ceremony (McCastlain Ballroom)</b>
9:15 am - 10:00 am <b>Class Introductions</b>	10:00 am - 11:15 am <b>Strategic Doing</b> <i>Dr. Joe Fratesi</i>	10:15 am - 11:30 am <b>Community and Economic Development Finance</b> <i>Michael Eggleston</i>	10:15 am - 11:15 am <b>Managing the Physical and Built Environment</b> <i>Finley Vinson, PE, PTP, PTOE, RSP</i>	
11:15 am - 12:45 pm <b>Lunch on Your Own</b>	11:15 am - 12:45 pm <b>Lunch on Your Own</b>	11:30 am - 1:00 pm <b>Lunch on Your Own</b>	11:15 am - 12:45 pm <b>Lunch on Your Own</b>	
12:45 pm - 2:30 pm <b>StrengthsQuest</b> <i>Dr. Steven Shook</i>	12:45 pm - 2:15 pm <b>Miller County Simulation</b> <i>Steve Jones, PCED and Matt Twyford, PCED</i>	1:00 pm - 2:15 pm <b>International Trends</b> <i>Mervin Jebaraj</i>	12:45 pm - 2:00 pm <b>Building Entrepreneurial Communities</b> <i>Dr. Jeff Standridge</i>	
2:30 pm - 2:45 pm <b>Break</b>	2:15 pm - 2:30 pm <b>Break</b>	2:15 pm - 2:30 pm <b>Break</b>	2:00 pm - 2:15 pm <b>Return to UCA</b>	
2:45 pm - 4:45 pm <b>Miller County Simulation</b> <i>Steve Jones, PCED and Matt Twyford, PCED</i>	2:30 pm - 3:45 pm <b>Communicating With Your Community</b> <i>Sandra McGrew, APR</i>	2:30 pm - 3:30 pm <b>PCED Panel</b> <i>Julia Dossett Morgan, PCED, Danielle Housenick, PCED, and Isaac Sims, PCED</i>	2:15 pm - 2:30 pm <b>Break</b>	
4:45 pm - 5:15 pm <b>Group Pictures (McCastlain Hall, Baum Gallery) / Silent Auction (BHCC 103)</b>	3:45 pm - 5:00 pm <b>Effective Meeting Facilitation</b> <i>Charlotte Strickland</i>	3:30 pm - 3:45 pm <b>Break</b>	2:30 pm - 3:45 pm <b>Quality of Place</b> <i>Talicia Richardson, PCED</i>	
5:15 pm - 7:00 pm <b>Networking Reception (McCastlain Ballroom)</b>		3:45 pm - 5:00 pm <b>Business Retention and Expansion</b> <i>Corey Parks, PCED</i>	3:45 pm - 5:00 pm <b>Planning Livable Communities</b> <i>Dave Roberts, ASLA, and Julie Luther-Kelso, AICP, ASLA</i>	
			5:00 pm - 5:45 pm <b>Final Silent Auction Bids (BHCC 103)</b>	

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7:30 am – 8:30 am <b>Registration</b>	8:00 am - 8:30 pm <b>Networking/Coffee</b>	8:00 am - 8:30 am <b>Breakfast (McCastlain Ballroom)</b>	8:00 am - 8:30 pm <b>Networking/Coffee</b>	8:00 am - 8:30 pm <b>Networking/Coffee</b>
8:30 am – 9:00 am <b>Opening Session</b>	8:30 am – 9:45 am <b>Historic Preservation</b> <i>Rachel Patton</i>	8:30 am – 10:00 am <b>Keynote (McCastlain Ballroom)</b> <i>Zachary Benedict</i>	8:30 am – 10:30 am <b>Productive Conflict for Communities and Organizations</b> <i>Dr. Liz Lundeen and Dr. Lesley Graybeal</i>	8:30 am – 9:45 am <b>Class Debrief</b>
9:00 am – 9:15 am <b>Move to Classroom</b>	9:45 am – 10:00 am <b>Break</b>			9:45 am – 11:30 am <b>Closing Session and Awards Ceremony (McCastlain Ballroom)</b>
9:15 am – 10:00 am <b>Class Introductions</b>	10:00 am – 11:15 am <b>Grants</b> <i>Linsley Kinkade, PCED</i>	10:00 am – 10:15 am <b>Move to Classroom</b>	10:30 am – 10:45 am <b>Break</b>	
10:00 am – 11:15 am <b>Blue Sky</b> <i>Julie Allen, PCED and Brittany Lutz, PCED</i>	11:15 am – 12:45 pm <b>Lunch on Your Own</b>	10:15 am – 10:45 am <b>Blue Sky</b> <i>Julie Allen, PCED and Brittany Lutz, PCED</i>	10:45 am – 11:30 am <b>Tourism as Economic Development (COB 107)</b> <i>Susie Cowan</i>	1:00 pm – 3:00 pm <b>PCED Exam (BHCC 112/114; for those registered)</b>
11:15 am – 12:45 pm <b>Lunch on Your Own</b>	12:45 pm – 2:00 pm <b>Neighborhood Development</b> <i>James Walden, AICP</i>	10:45 am – 11:45 pm <b>Community Leadership Development</b> <i>Dr. Phillip Fletcher</i>	11:30 am – 1:00 pm <b>Lunch on Your Own</b>	
12:45 pm – 1:45 pm <b>Blue Sky</b> <i>Julie Allen, PCED and Brittany Lutz, PCED</i>	2:00 pm – 2:15 pm <b>Break</b>	11:45 pm – 1:15 pm <b>Special Lunch with Zachary Benedict (McCastlain Ballroom)</b>	1:00 pm – 1:30 pm <b>Travel to North Little Rock</b>	
1:45 pm – 3:00 pm <b>Peer Recovery &amp; Opioid Crisis (COB Room 107)</b> <i>Kyle Brewer and Casey Copeland</i>	2:15 pm – 3:30 pm <b>Somerset Simulation and PCED Prep</b> <i>James Hopper, PCED</i>	1:15 pm – 2:15 pm <b>Measuring Community Progress</b> <i>Lauren Morris</i>	1:30 pm – 2:45 pm <b>Establishing and Managing CBOs: Providence Park</b> <i>Errin Stanger</i>	
3:00 pm – 3:15 pm <b>Break</b>	3:30 pm – 3:45 pm <b>Break</b>		2:45 pm – 3:15 pm <b>Travel to Innovation Hub</b>	
3:15 pm – 4:30 pm <b>Building Bridges Between Communities</b> <i>Dr. Steven Shook</i>	3:45 pm – 5:00 pm <b>Workforce Planning and Development</b> <i>Julianne Dunn, PCED</i>	2:15 pm – 3:30 pm <b>Marketing Your Community</b> <i>Jon Chadwell, CEcD</i>	3:15 pm – 4:30 pm <b>Tour of Innovation Hub</b>	
4:45 pm – 5:15 pm <b>Group Pictures (McCastlain Hall, Baum Gallery) / Silent Auction (BHCC 103)</b>		3:30 pm – 3:45 pm <b>Break</b>	4:30 pm - 5:00 PM <b>Travel to Conway</b>	
		3:45 pm – 5:00 pm <b>Retail Development</b> <i>Mark Goodman</i>	5:00 pm – 5:45 pm <b>Final Silent Auction Bids (BHCC 103)</b>	
5:15 pm – 7:00 pm <b>Networking Reception</b>				

## Monday, July 28

7:30 am – 8:30 am

**Registration**

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

**Building Bridges**

**Between Communities**

*Dr. Steven Shook*

11:15 am – 12:45 pm

**Lunch on Your Own**

12:45 pm – 1:45 pm

**Blue Sky**

*Kevin Sexton, PCED*

1:45 pm – 3:00 pm

**Peer Recovery & Opioid  
Crisis (COB Room 107)**

*Kyle Brewer and Casey  
Copeland*

3:00 pm – 3:15 pm

**Break**

3:15 pm – 4:30 pm

**Blue Sky**

*Kevin Sexton, PCED*

4:45 pm – 5:15 pm

**Group Pictures**

**(McCastlain Hall, Baum  
Gallery) / Silent Auction  
(BHCC 103)**

5:15 pm – 7:00 pm

**Networking Reception  
(McCastlain Ballroom)**

## Tuesday, July 29

8:00 am - 8:30 pm

**Networking/Coffee**

8:30 am – 9:45 am

**Grants**

*Linsley Kinkade, PCED*

9:45 am – 10:00 am

**Break**

10:00 am – 11:15 am

**Historic Preservation**

*Rachel Patton*

11:15 am – 12:45 pm

**Lunch on Your Own**

12:45 pm – 2:00 pm

**Workforce Planning and  
Development**

*Julianne Dunn, PCED*

2:00 pm – 2:15 pm

**Break**

2:15 pm – 3:30 pm

**Neighborhood  
Development**

*James Walden, AICP*

3:30 pm – 3:45 pm

**Break**

3:45 pm – 5:00 pm

**Somerset Simulation and  
PCED Prep**

*James Hopper, PCED*

## Wednesday, July 30

8:00 am - 8:30 am

**Breakfast (McCastlain  
Ballroom)**

8:30 am – 10:00 am

**Keynote (McCastlain  
Ballroom)**

*Zachary Benedict*

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

**Measuring Community  
Progress**

*Lauren Morris*

11:45 am – 1:15 pm

**Special Lunch with  
Zachary Benedict  
(McCastlain Ballroom)**

1:15 pm – 2:30 pm

**Retail Development**

*Mark Goodman*

2:30 pm – 3:30 pm

**Community Leadership  
Development**

*Dr. Phillip Fletcher*

3:30 pm – 3:45 pm

**Break**

3:45 pm – 5:00 pm

**Marketing Your  
Community**

*Jon Chadwell, CECD*

## Thursday, July 31

8:00 am - 8:30 pm

**Networking/Coffee**

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 - 11:30 pm

**Tourism as Economic  
Development (COB 107)**

*Susie Cowan*

11:30 pm - 1:00 pm

**Lunch on Your Own**

1:00 pm - 1:30 pm

**Travel to North Little Rock**

1:30 pm - 2:45 pm

**Establishing and Managing  
CBOs: Providence Park**

*Errin Stanger*

2:45 pm - 3:15 pm

**Travel to Innovation Hub**

3:15 pm - 4:30 pm

**Tour of Innovation Hub**

4:30 pm - 5:00 pm

**Travel to Conway**

5:00 pm – 5:45 pm

**Final Silent  
Auction Bids (BHCC 103)**

## Friday, August 1

8:00 am - 8:30 pm

**Networking/Coffee**

8:30 am – 9:45 am

**Class Debrief**

9:45 am – 11:30 am

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

1:00 pm – 3:00 pm

**PCED Exam (BHCC 112/114;  
for those registered)**

Monday, July 28	Tuesday, July 29	Wednesday, July 30	Thursday, July 31	Friday, August 1
7:30 am – 8:30 am <b>Registration</b>	8:00 am - 8:30 am <b>Networking/Coffee</b>	8:00 am - 8:30 am <b>Breakfast (McCastlain Ballroom)</b>	8:00 am – 8:30 am <b>Networking/Coffee</b>	8:00 am – 8:30 am <b>Networking/Coffee</b>
8:30 am – 9:00 am <b>Opening Session</b>	8:30 am - 9:45 am <b>Load the Bus and Travel to Keo</b>	8:30 am – 10:00 am <b>Keynote (McCastlain Ballroom)</b> <i>Zachary Benedict</i>	8:30 am – 11:00 am <b>Debrief</b>	8:30 am – 9:45 am <b>Overall Debrief</b>
9:00 am – 9:30 am <b>Move to Classrooms</b>	9:45 am - 10:00 am <b>Arrival/Break</b>		11:00 am – 12:30 pm <b>Lunch On Your Own</b>	9:45 am – 11:30 am <b>Closing Session and Awards Ceremony (McCastlain Ballroom)</b>
9:30 am - 10:00 am <b>What is the CDI Advanced Year?</b>	10:00 am – 10:30 am <b>Welcome from Mayor Stephanie White</b>	10:00 am – 10:30 am <b>Move to Classrooms</b>	12:30 pm – 2:00 pm <b>Intentaional Leadership</b> <i>Taine Duncan</i>	
10:00 am - 11:00 am <b>Skills Review: Faciliation &amp; Respectful Dialouge</b> <i>Payton Christenberry and Molly Thomason</i>	10:30 am – 11:00 am <b>Overview &amp; Walking Tour of Keo</b>	10:30 am – 11:30 am <b>Load the Bus and Travel to Lonoke</b>	2:00 pm – 2:15 pm <b>Break</b>	1:00 pm – 3:00 pm <b>PCED Exam (BHCC 112/114; for those registered)</b>
11:00 am - 12:30 pm <b>Lunch On Your Own</b>	11:00 am – 12:30 pm <b>Lunch at Charlotte's Eats and Sweets</b>	11:30 am – 11:45 am <b>Arrival/Break</b>	2:15 pm – 5:00 pm <b>Imposter Syndrome</b> <i>Dr. Amy Baldwin</i>	
12:30 pm - 2:00 pm <b>Skills Review: How to Communicate with Community Leaders &amp; ABCD</b> <i>Dr. Julie Robinson</i>	12:30 pm – 1:30 pm <b>Utilize Your Youth!</b> <i>EAST Program</i>	11:45 am – 12:00 pm <b>Welcome from Lonoke Representatives</b>	5:00 pm – 5:45 pm <b>Final Silent Auction Bids (BHCC 103)</b>	
2:00 pm - 3:30 pm <b>Community Data Deep Dive</b> <i>Brittany Lutz, PCED</i>	1:30 pm – 2:00 pm <b>Travel to Baucum Nut House</b>	12:00 pm – 1:30 pm <b>Lunch at The Grumpy Rabbit</b>		
3:30 pm - 4:30 pm <b>Online Research</b>	2:00 pm – 3:00 pm <b>Baucum Nut House Tour</b>	1:30 pm – 1:45 pm <b>Travel to Lonoke Business Academy</b>		
4:45 pm – 5:15 pm <b>Group Pictures (McCastlain Hall, Baum Gallery) / Silent Auction (BHCC 103)</b>	3:00 pm – 4:00 pm <b>The Pecan Capital of Arkansas</b> <i>Ryan Biles. Will Staley, and Mayor Stephanie White</i>	1:45 pm – 2:45 pm <b>Tour of Lonoke Business Academy</b>		
5:15 pm – 7:00 pm <b>Networking Reception (McCastlain Ballroom)</b>	4:00 pm – 5:00 pm <b>Return to UCA</b>	2:45 pm – 3:00 pm <b>Travel to Frisby Fish Farm</b>		
		3:00 pm – 4:00 pm <b>Tour of Frisby Fish Farm</b>		
		4:00 pm – 5:00 pm <b>Return to UCA</b>		

# University of Central Arkansas – Brewer-Hegeman Conference Center



UNIVERSITY OF  
**CENTRAL  
ARKANSAS™**

201 Donaghey Avenue  
Conway, AR 72035  
uca.edu



UNIVERSITY OF  
**CENTRAL  
ARKANSAS™**

CONFERENCE  
SERVICES

**Year 1**

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

**Division of  
Outreach & Community  
Engagement**

**Advanced Year  
Conference  
Room 101**

Capacity 32 - 48  
712 sq. ft

**Hippo Crafton 113**  
1336 sq. ft  
**Newtonia / Poverty Simulation**

**Hippo Crafton 111**

1482 sq. ft

Capacity of Hippo Crafton 111/113  
64-240

**Silent  
Auction  
Conference  
Room 103**

Capacity 23-28  
533 sq. ft

**Conference  
Management  
Office**

**Exec.  
Meeting  
Room**

Registration

South  
Entrance

South  
Lobby

**Conference  
Room 114**

882 sq. ft

**Year 2**

**Conference  
Room 112**

887 sq. ft

Capacity of Rooms 112 & 114 :  
38-160

Womens  
Restroom

Mens  
Restroom

**Catering  
Office**

North  
Lobby

North Entrance

BHCC connects to the  
Donald W. Reynolds  
Performance Hall

**Check In /  
Opening Session**

To College of  
Business Building

**Year 3 (Purple & Gray)**



## PRESENTING SPONSORS



## SPONSORS



## SCHOLARSHIP SUPPORTERS



CDI Alumni Network

CDI Class of 2024

Bill Miller  
Scholarship Fund

Jenna Rhodes  
Scholarship Fund