



# HomeTown Competitiveness

A COME-BACK/GIVE-BACK APPROACH  
TO RURAL COMMUNITY BUILDING

## HomeTown Competitiveness Academy



January 9-11, 2007

Embassy Suites

Lincoln, NE

**2004 INNOVATIVE PROGRAM**

**AWARD WINNER**

**International Community  
Development Society**

presented by

RUPRI Center for Rural Entrepreneurship

Heartland Center for Leadership Development

Nebraska Community Foundation

*Register now for this innovative "train-the-trainers" academy that offers a blueprint to community building and rural development.*

*Learn how communities have achieved stunning results within less than two years.*

### MAKE IT HAPPEN IN YOUR COMMUNITY!

- Mobilize Local Leaders**
- Energize Entrepreneurs**
- Engage and Attract Young People**
- Capture Wealth Transfer**

*"The academy was outstanding. We had three people from Washington State University Extension, and we agreed that HTC integrates the four most important, absolutely essential elements of community development."*

*.Jim Zuiches—Pullman, Washington*

**"Training teams" of two or more are strongly encouraged.**

**As a certified participant, you'll take home strategies, materials, and a tool kit to organize an HTC program in your community.**



Our training environment is casual and interactive, with plenty of opportunities for peer learning and networking. Please dress comfortably for all sessions.

## Training Topics

### Mobilize Local Leaders

- Strengthening and Diversifying Local Leadership
- Creating Intentional and Comprehensive Strategies
- Making a Case for Community Support
- Sustaining Progress and Tracking Results

### Capture Wealth Transfer

- The Threat and Opportunity of Wealth Transfer
- Formulating Your Philanthropic Capacity and Goals
- Cultivating Home Grown—Home Given Gifts
- Capturing a Portion of Intergenerational Wealth
- Philanthropic Strategies for Entrepreneurial Support

### Engage and Attract Young People

- Every Young Person Counts:  
A Formula for Youth Attraction Goals
- Identifying and Engaging E-Youth
- Attracting Young Families
- Building a Youth Engagement System

### Energize Entrepreneurs

- Communicating the Case for Entrepreneurship
- Understanding Entrepreneurial Talent
- Asset Mapping for an Entrepreneurial Economy
- Nurturing and Growing Local Entrepreneurs

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### Daily Agenda At-A-Glance

Day 1 8:30am-5pm

**The HTC Approach  
Energizing Entrepreneurs**

Day 2 8:30am-5pm

**Capturing Wealth Transfer  
Engaging and Attracting Young  
People**

Day 3 8:30am-3pm

**Mobilizing Leadership  
Applying HTC Back Home**

### Take-Home Materials

Participants who complete the academy will receive a Community Guidebook and CD with PowerPoint presentations, and will be certified to use these materials to organize HTC efforts in their communities.

*"I have been following the work of the partner organizations for a long time... but this new partnership has gone beyond complementing one another's work. It's fitting the four concept areas together in such a coordinated way that it really makes sense. We're planning to share this approach with many of our affiliated community foundation members."*

*John Gulick—Lamar, Missouri*

# Registration Information

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## HOMETOWN COMPETITIVENESS

REGISTRATION DEADLINE IS JANUARY 2, 2007

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Total Tuition (includes a deposit to hold your registration)  
On or before December 18, 2006: \$750  
After December 18, 2006: \$850

Your tuition covers all training materials and certification and all breaks and lunches January 9, 10, 11.

- ◆ Registrations are confirmed on a first-come, first-served basis.
- ◆ A \$250 deposit is required to hold your reservation. Full payment is required by January 9th.
- ◆ As the number of participants is limited, registrations accompanied by full payment receive priority.
- ◆ Cancellations received on or before January 2, 2007 are subject to a \$100 service fee. Cancellations received after January 2 are not refundable; however, another participant may be substituted for the original registrant.
- ◆ You may pay by personal check, money order, institutional purchase order, MasterCard, VISA, Discover or American Express. Your registration must be paid in \$US. Early registration is highly recommended for international participants.

Please complete the registration form included in this brochure, and keep a copy for your records. Pay by credit card by registering online, or mail, phone or fax your registration to us at:

**Heartland Center for Leadership Development**  
650 J Street, Suite 305-C  
Lincoln, NE 68508  
Phone: 402-474-7667 or 800-927-1115  
Fax: 402-474-7672





# Registration Information

## HOMETOWN COMPETITIVENESS

Name \_\_\_\_\_

Title \_\_\_\_\_

Department \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

(Providing your email address gives us permission to send you information electronically.)

Payment Enclosed \$ \_\_\_\_\_  Amount Charged \$ \_\_\_\_\_

Charge to my:  VISA  MasterCard  Discover  American Express

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Cardholder Name \_\_\_\_\_

Cardholder Address \_\_\_\_\_  
(Statement Address)

City/State/Zip \_\_\_\_\_

Signature (if faxed or mailed) \_\_\_\_\_

***Make checks payable and mail to:***

Heartland Center for Leadership Development  
650 J Street, Suite 305-C  
Lincoln, NE 68508

# Lodging Information

**Embassy Suites**      [www.jqhhotels.com](http://www.jqhhotels.com)

Downtown/Haymarket

1040 P Street ♦ Lincoln, Nebraska 68508



A limited block of rooms has been reserved. Make your own lodging and airport shuttle arrangements directly through the hotel: 1-800-EMBASSY (362-2779) or call the Embassy directly at (402) 474-1111.

***Ask for the HomeTown Competitiveness group rate.***

NOTE: TO RECEIVE A GROUP DISCOUNT ROOM RATE, CUT-OFF DATE IS December 18, 2006. Reservation requests after this date will be accepted and confirmed upon availability. There is no guarantee that the quoted group rates will be available after the cut-off date.

Rates: Single or Double \$119 additional 1-2 people add \$15.00 each

Your hotel lodging fees include

- ♦ Complimentary cooked-to-order breakfast each day
- ♦ Complimentary cocktail reception from 5:30 to 7:30 each evening
- ♦ Complimentary shuttle service to and from Lincoln Airport, located only five miles away.

Each room is a two-room suite (bedroom/parlor), with two remote controlled televisions, two dual line phones, large work table, wet bar, coffee maker, hair dryer, microwave, and ironing board and iron. The hotel features a seven-story atrium, indoor pool, sauna, whirlpool, and fitness center, and is located near Lincoln's historic Haymarket district and nightlife.

Note that the room rate is per room, per night and subject to room taxes and occupancy fees totaling 12%. Cancellations must be received at least 24 hours in advance. Check-in time is 3:00 p.m. Check-out time is 12:00 p.m.

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## AIR TRAVEL

### Airline Service to Lincoln's Airport

Northwest Air Link ♦ United Express ♦ Allegiant Air

Service is also available to Omaha's Eppley Airfield, just one hour away.



# BACKGROUND: HOMETOWN COMPETITIVENESS

*"The thing I love about this HTC program, this is the first real road map I've ever seen... We have to marry philanthropy with entrepreneurship."*

*Bob Stowell—Ord, Nebraska*

HTC is attracting national attention among community practitioners and theorists who have rejected outdated solutions to rural decline and are focusing on place-based economic development approaches.

## **Our HTC Academy teaches what we have learned.**

Over the past three years, our partnership has worked on a project now supported by the W.K. Kellogg Foundation and local, state and federal agencies in Valley County, Nebraska, with a population of 4,647. Valley County was the perfect picture of a declining Great Plains community—losing people, jobs, and intergenerational assets to more urban areas.

A major shift in attitudes occurred when the initiative's local leaders began to think strategically about their county's intergenerational wealth transfer estimates. Within the next decade in Valley County alone, nearly \$130 million in assets will transfer from the older to the younger generation. Like thousands of rural communities, vast inherited assets will pass to heirs who now live in urban areas, or to charitable causes outside of the region. Millions of dollars are literally being exported out of rural America at an alarming rate.

A key strategy for local leaders, therefore, is to "capture" just a small portion—usually targeted at 5%—of the intergenerational wealth transfer, and to hold these assets as community endowed funds. The principal remains untouched while the earned interest fuels future community building efforts.

The HomeTown Competitiveness approach doesn't stop with just raising money. The next critical strategy is to invest that money in efforts that will regenerate the local economy, and provide a reason for hometown kids to remain in or return to their community as adult entrepreneurs, wage earners and, of course, families. The strategic approach involves a continuous loop of leadership development, cultivating home-based philanthropy, entrepreneurship support, and youth engagement.

**Valley County is succeeding. They have already exceeded their goal of retaining 5% of the area's 10-year wealth transfer. Their current and expected endowment has grown to \$6.7 million dollars.**

Today, 15 additional regional communities are successfully adapting the HTC approach in Nebraska and other states. Several others are planning to join in, as well. Regional HTC academies also have been held in Kansas, Wyoming, Montana, Michigan, Maine, Colorado, Texas and North Dakota.

# HomeTown Competitiveness

## A COME-BACK/GIVE-BACK APPROACH TO RURAL COMMUNITY BUILDING



### The HTC Strategy

HTC begins with local leaders analyzing their community's capacity in each of the four strategies. We provide training, coaching and networking opportunities with service providers in each focus area. Local task forces use assessment tools, such as wealth transfer estimates and youth retention formulas, to set goals and design work plans. In every case, we are building on local strengths, unique opportunities and financial resources in each individual community to begin work on the four key strategies:

- ◆ Build the skills of a diverse leadership pool;
- ◆ Identify and provide training and support to current and potential entrepreneurs;
- ◆ Engage youth in leadership roles and entrepreneurship education and ventures;
- ◆ Cultivate and capture at least 5% of the area's estimated wealth transfer for reinvestment in entrepreneurship support services, education and capacity building.

The HTC Academy provides training, tools and techniques to help you organize a HomeTown Competitiveness strategy in your community.

*"I have evidence that this HTC model is important and this is probably the most powerful thing for me: In the past 15 months, we have heard from more high school students wanting to return and start or buy an existing business."*

*Brian Thompson—Mullen, Nebraska*

For more information about HTC visit our web

site at:

[www.htcnebraska.org](http://www.htcnebraska.org)





# CO-SPONSORS AND TRAINERS

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## Center for Rural Entrepreneurship

The Center for Rural Entrepreneurship (formerly the Rural Entrepreneurship Initiative) is a Rural Policy Research Institute (RUPRI) National Research and Policy Center. The Center envisions an entrepreneurial Rural America generating prosperous, dynamic and sustainable rural communities that are ensuring their heritage while fully participating in the new economy. The mission of the Center is to enable every rural resident to achieve his or her full entrepreneurial potential. This mission will be achieved by collaborating with individuals and organizations engaged in the study, practice and policy of rural entrepreneurship.

The Center, through active collaborations with other organizations, rural communities, researchers, and practitioners, is working to energize a rural entrepreneurship agenda by serving as a focal point for rural entrepreneurship and fostering sustainable partnerships to develop and support this agenda.

[www.energizingentrepreneurs.org](http://www.energizingentrepreneurs.org)

## Heartland Center for Leadership Development

The Heartland Center for Leadership Development is an independent, nonprofit organization developing local leadership that responds to the challenges of the future. Based in Lincoln, Nebraska, the Heartland Center was organized in 1985 by a group of Great Plains leaders. Today, the Center is known throughout North America for its programs and publications on leadership development and community capacity building. Each year the Heartland Center serves approximately 2,500 leaders from 300 rural communities nationwide.

Heartland Center programs and publications stress the key role played by local leadership as communities and organizations face the challenges associated with changing times. Programs of the Center emphasize that local capacity is critical, and renewing local leadership is essential, as towns, cities and states work together to become stronger, healthier communities.

[www.heartlandcenter.info](http://www.heartlandcenter.info)

## Nebraska Community Foundation

The Nebraska Community Foundation, headquartered in Lincoln, is a nonprofit, charitable organization providing financial management, strategic development and education/training services to communities, organizations and donors throughout Nebraska since 1993. The Foundation provides affiliated fund status (allowing communities or organizations to achieve nonprofit charitable status without forming their own nonprofit corporation) and strategic development assistance in over 160 communities throughout Nebraska. The Foundation has distributed nearly \$58 million to community betterment projects of its affiliated funds within the last 13 years and has \$24.9 million in total assets under management.

[www.necommfound.org](http://www.necommfound.org)