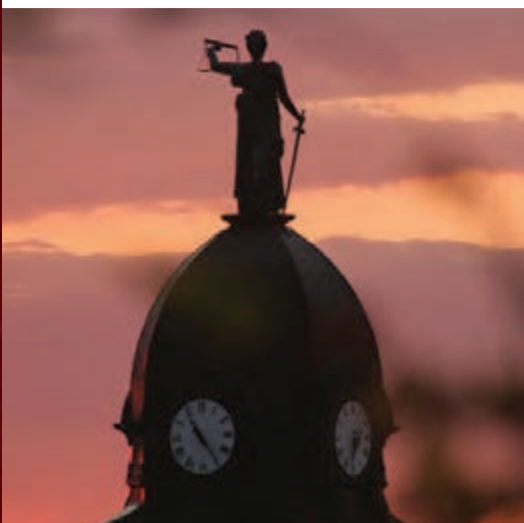


NEXT GENERATION  
 Rural Creative  
 Placemaking  
 Summit



UNIVERSITY OF IOWA

OCTOBER 12-14, 2016

THE FUTURE OF ARTS & CULTURE PLACEMAKING IN RURAL AMERICA

“If we are seeking in America, let it be a seeking for the reality of democracy in art. Let art begin at home, and let it spread through the children and their parents, and through the schools, the institutions, and through government... Let us accept the goodness of art where we are now, and expand its worth in the places where people live.”

—*Robert Gard*

# LETTER FROM NEXT GENERATION TEAM

*Dear Friends & Colleagues,*

*Welcome to Iowa City, the University of Iowa, and the Next Generation Rural Creative Placemaking Summit! We're honored by your engagement in this national discussion, and pleased to be sharing these exciting conversations, strategies, and future commitments to our common values, passions and journey.*

*This Summit cumulates two years of development for the Next Generation initiative, and we are so grateful to so many of you here who have contributed to making this possible. Special thanks to our Next Gen Working Groups in Iowa, Kentucky and Minnesota, and their co-chairs Michele Anderson, Sandi Curd, Matt Harris, Lori Meadows, Bill Menner, and Colleen Landkamer. Our state partners, Appalshop, Des Moines Social Club, and Springboard for the Arts, were invaluable supporters of these convenings.*

*Throughout all our conversations, roundtables and facilitations, practitioners and leaders representing diverse organizations, institutions, jurisdictions, and networks have consistently expressed three unified conditions that must occur, if our collective work is to advance and take root: we must find ways to build deeper relationships with colleagues beyond our home communities and sectors; we must elevate and learn from project and program models which are exemplars, across all geographies and cultures; and we must sustain existing support structures and create additional ones, to enhance the overall scale and capacity of our common enterprise.*

*So, our first Summit goal is to assure this event accomplishes the first two conditions. Over the last two years, that final condition was also expressed as a need to better integrate arts and culture within the community and economic mainstream of US domestic policy – but not merely as a contributor to overall GDP. Rather, these must be viewed as essential investments to assure the rural way of life will continue, as we build more creative, entrepreneurial, and inclusive communities. These will be the places the next generation will decide to live, work, and start families; these will be the culturally expressive milieus in which their presence and contributions are sought out and accepted. We hope the Summit builds toward these shared aspirations.*

*The wonderful privilege of sharing this space and time together would not have been possible without the substantial financial support of the University of Iowa, The National Endowment for the Arts, and the United States Department of Agriculture. We are also grateful to the organizations listed on the adjoining page, whose Summit sponsorship allowed for so many of our colleagues to join us in Iowa City. Enjoy the Summit!*

*Best,*

*Matthew Fluharty, Executive Director  
Savannah Barrett, Program Director  
Art of the Rural*

*Chuck Fluharty, President  
Teresa Kittridge, Vice President  
Rural Policy Research Institute*



# SPECIAL THANKS TO OUR SUMMIT PARTNERS



*A special thanks to*





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# At A Glance AGENDA

## National Summit Agenda

*The Levitt Center for University Advancement // University of Iowa, Iowa City, IA*

Advance Civic Culture

Cross Sectoral Innovation

Innovative Rural Practice

Rural Arts &  
Culture Research

Rural Investment &  
Infrastructure

**PM**

Wednesday, October 12

5:00

*Bus departs Camp Io-Dis-E-Ca to Campus*

5:00 - 7:30

Summit Registration

5:45

Hospitality

6:00

Loup Garou Performance on the Iowa River

6:45

Opening Reception / Welcome

8:00

Iowa City Dine Arounds, led by Next Generation National Advisory Board Members

9:30

Salon Happy Hours

10:00 & 11:00

*Bus returns to Camp Io-Dis-E-Ca (10:00 and 11:00 PM)*

6:30 & 7:00	<i>Bus departs Camp Io-Dis-E-Ca to Campus</i>
7:00 - 8:00	<b>Registration</b>
7:10	<b>Yoga by the Iowa River with Leslie Finer</b> <i>(sign up at registration)</i>
8:00	<b>Tour of Hancher Auditorium</b> <i>(sign up at registration)</i>
8:00	<b>Breakfast</b>
8:30	<b>Welcome and Conference Overview</b>
9:00	<b>Opening Keynote Panel: Incorporating “Rural” and “Next Generation” into Creative Placemaking Design, Policy and Practice</b>
10:00	<b>Break</b>
10:15	<b>Rural Creative Placemaking Panel I: Cross-sectoral, Intercultural and Inclusive Community and Economic Development</b>
11:00	<p><b>Next Generation Place-based Innovations: Rural Visions, Values, and Hope for the Future</b></p> <ul style="list-style-type: none"> <li>// Savannah Barrett &amp; Josh May, Kentucky Rural-Urban Exchange</li> <li>// Sarah Calhoun, Red Ants Pants</li> <li>// Cecily Engelhart &amp; Kaziah Haviland, Thunder Valley CDC</li> <li>// Chris Lezama &amp; Maria Sykes, Epicenter</li> <li>// David Jones, Pioneer Collective</li> <li>// Monique Lopez, Nuestro Lugar Project &amp; Productive Public Space Projects</li> <li>// Joseph Kunkel, Sustainable Native Communities Collaborative (SNCC)</li> </ul>
11:45	<b>Lunch and Performance: The Kirkbride Sessions: Songs from the Rural Experience</b>



	Advance Civic Culture	Cross Sectoral Innovation	Innovative Rural Practice	Rural Arts & Culture Research	Rural Investment & Infrastructure
12:30 - 1:30 Breakout Session I	Community Heart & Soul: How Story-telling Strengthens Rural Towns	Integrating Community Health, Arts and Culture	Surveying the Creative Rural Landscape: Deeper Reflections on the Work of the "Place-based Innovations" Presenters	University Engagement in Rural Creative Placemaking	State Innovations in Arts Engagement, Investment and Infrastructure
1:30 - 2:30 Breakout Session II	Center for Performance and Civic Practice: The Catalyst Initiative	The Promise of the Promise Zones: Linking Rural Arts and Economic Development	Advancing Rural Community Arts	Integrating Agriculture, Landscape, Arts and Culture	Defining and Designing Collective Placemaking Impacts
2:30 - 2:45	Break				
2:45 - 3:45 Breakout Session III	Civic Filmmaking: Tales from Two Communities (Lanesboro, MN & Plattsburgh, NY)	Enhancing Rural Intercultural Dialogue and Programming	The Importance of Local Context in Rural Placemaking	The Role of Rural Education and Knowledge Systems	Aligning State Arts Agency and USDA Rural Development Outcomes
4:00	Rural Creative Placemaking Panel II: Framing an Envisioned Future for Rural Creative Placemaking - What Must We Co-create and Sustain?				
5:15	Break				
5:30	Map of My Kingdom, Mary Swander, Iowa Poet Laureate, IA				
7:00	Social Dance and Iowa City Food Trucks at the Moose Lodge				
9:00 & 10:00	Bus departs Camp Io-Dis-E-Ca to Campus				

# AM

# Friday, October 14

7:15 & 7:30	<i>Bus departs Camp Io-Dis-E-Ca</i>
8:00	<b>Breakfast</b>
8:30	<b>Closing Keynote Panel: Arts and Culture Inclusion in National Placemaking Partnerships - Lessons Learned and Future Guideposts</b>
9:30	<b>Closing Plenary Dialogue: What Have We Heard, Received, and Learned; and What Commitments and Gifts Can We Offer One Another?</b>
10:30	<b>Break</b>
11:00	<b>Summit Keynote: Tom Vilsack, Secretary of Agriculture, Washington, DC</b>
12:00	<b>Lunch and Closing Session, Time for Informal Discussions</b>



Advance Civic Culture	Cross Sectoral Innovation	Innovative Rural Practice	Rural Arts & Culture Research	Rural Investment & Infrastructure
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## Wednesday, October 12, 2016

- 5:00 PM** Bus departs Camp Io-Dis-E-Ca to Campus
- 5:00 – 7:30 PM** **Summit Registration**
- 5:45 PM** **Hospitality**
- 6:00 PM** **Loup Garou Performance on the Iowa River**  
**Nick Slie**, Mondo Bizzaro, Louisiana  
LOUP GAROU is an environmental performance that uses rigorous physicality, poetry, music and visual installation to investigate the deep interconnectedness between land and culture in Louisiana. Presented by ArtSpot Productions and Mondo Bizzaro, in collaboration with the Gulf Restoration Network, LOUP GAROU is part performance, part ritual, part howl to the world about southeast Louisiana's plight.
- 6:45 PM** **Opening Reception / Welcome**  
**Dean Sue Curry**, College of Public Health, University of Iowa
- 8:00 PM** **Iowa City Dine Arounds, led by Next Generation National Advisory Board Members**
- 9:30 PM** **Salon Happy Hours**
- 10:00 & 11:00 PM** Bus returns to Camp Io-Dis-E-Ca

## AM Thursday, October 13, 2016

- 6:30 & 7:00 AM** Bus departs Camp Io-Dis-E-Ca to Campus
- 7:00 – 8:00 AM** **Registration**
- 7:10 AM** **Yoga by the Iowa River with Leslie Finer, University of Iowa Arts Share Director** (*sign up at registration*)
- 8:00 AM** **Tour of Hancher Auditorium** (*sign up at registration*)  
The new Hancher Auditorium is the University of Iowa's largest flood recovery project. Recently opened to the public, it is an exceptional performing arts venue.
- 8:00 AM** **Breakfast**
- 8:30 AM** **Welcome:**  
University of Iowa Provost P. Barry Butler
- Conference Overview:**  
RUPRI President Chuck Fluharty  
Art of the Rural Executive Director Matthew Fluharty

## Next Generation Rural Creative Placemaking

9:00 AM

**Opening Keynote Panel:  
Incorporating “Rural” and “Next Generation” into Creative Placemaking Design, Policy and Practice**

Our field finds itself in a crucial moment: as attention to rural creative placemaking strategies is expanding at an exponential rate, our communities must express a dynamic, inclusive vision that welcomes the next generation of its citizens as equal partners. We are honored to welcome a panel of cross-sector leaders who have helped to both inspire transformational projects and to bridge relationships that transcend established boundaries in their communities.

**MODERATOR**

**Laura Zabel**, Executive Director, Springboard for the Arts, St. Paul, MN

**PANEL MEMBERS**

**Joe Berry**, Vice President of Entrepreneurship, Greater Owensboro Economic Development Organization and Kentucky Innovation Network, Owensboro, KY

**Camille Ferguson**, Executive Director, American Indian Alaska Native Tourism Association, Albuquerque, NM

**Zach Mannheimer**, Vice President of Creative Placemaking, Iowa Business Growth, Des Moines, IA

**Geoff Marietta**, Founder, Mountain Tech Media/ Executive Director, Pine Mountain Settlement School, Big Laurel, KY

**Nikiko Masumoto**, Agrarian Artist/Farmer, Masumoto Family Farm, Fresno, CA

10:00 AM

**Break**

10:15 AM

**Rural Creative Placemaking Panel I:  
Cross-sectoral, Intercultural and Inclusive Community and Economic Development**

Rural America is in the midst of unprecedented economic, cultural, and ecological change. These dynamics demand both new strategies for engagement and a reappraisal of what outcomes are most meaningful to an individual community. This panel incorporates a diversity of leadership approaches, each of which fluently incorporates many sectors and disciplines in its approach, while also reflecting holistic and multi-generational emphasis in its change agency.

**MODERATOR**

**Bob Reeder**, Program Director, Rural LISC, Local Initiative Support Corporation, Baltimore, MD

**PANEL MEMBERS**

**Anna Claussen**, Director of Rural Strategies, Institute for Trade and Agricultural Policy, Minneapolis, MN

**Ted Jojola**, Founder, Indigenous Design + Planning Institute and Distinguished Professor, and Regents' Professor, University of New Mexico, Albuquerque, NM

**Amrita Ramanan**, Director of Literary Development and Dramaturgy, Oregon Shakespeare Company, Ashland, OR

**Michaela Paulette Shirley**, Professional Intern, Indigenous Design + Planning Institute/ University of New Mexico, Albuquerque, NM

11:00 AM

**Next Generation Place-based Innovations: Rural Visions, Values, and Hope for the Future**

This rapid fire visual presentation series showcases the diversity and innovation of rural America. While the presenters hail from California, Kentucky, Louisiana, Montana, New Mexico, South Dakota, and Utah; their projects have more than a few things in common: they deeply engage young people, encourage relationship building and networks, and articulate new visions for the future of rural regions. Follow up with these presenters at the “Surveying the Rural Landscape” breakout from 12:30-1:30 PM.

**Savannah Barrett & Josh May, Kentucky Rural-Urban Exchange**

**Savannah Barrett**, Director of Programs, Art of the Rural, Louisville, KY

**Josh May**, Communications Director, Appalshop, Whitesburg, KY

Founded by Appalshop and Art of the Rural, the Kentucky Rural-Urban Exchange is a statewide network that has convened more than 130 members from 24 counties to collaborate with the arts, agriculture, community health, and small business towards the transformation of Kentucky's economies, communities, and sense of self.



**Sarah Calhoun, Red Ants Pants**

**Founder and Owner,** Red Ants Pants Corporation and Festival, White Sulphur Springs, MT

This is an unlikely story about pants, music, chainsaws, possibilities, entrepreneurship, and establishing a rural Foundation. It is about people, the land, and how we need each other. It is a reminder that we can do big things in small towns. Sarah Calhoun has spent the last ten years bringing pride back to rural Montana through entrepreneurship, music, and celebrating good old fashioned hard work.

**Cecily Engelhart & Kaziah Haviland, Thunder Valley CDC**

Cecily Engelhart, Director of Communications, Thunder Valley CDC, Porcupine, SD

Kaziah Haviland, Director of Design and Planning, Thunder Valley CDC, Porcupine, SD

Thunder Valley Community Development Corporation works to empower Lakota youth and families to improve the health, culture and environment of our communities through the healing and strengthening of our cultural identity.

**Chris Lezama & Maria Sykes, Epicenter**

**Chris Lezama,** Principal of Economic & Community Development, Epicenter, Green River, UT

**Maria Sykes,** Principal of Arts and Culture, Epicenter, Green River, UT

Chris and Maria will explore their position as young outsiders working within the community they now call home, and share successes, failures, and lessons learned with Epicenter, a community resource center that combines economic development, the arts, and affordable housing in unique ways to serve a rural, desert community.

**David Jones, Pioneer Collective**

Co-Founder & Visual Storyteller, Pioneer Collective, New Orleans, LA

Pioneer Collective is a global community for disruptive creatives, entrepreneurs and go-getters. We seek to be a space that fosters growth & connection, by empowering millennials to pioneer their projects and businesses with meaningful purpose.

**Monique Lopez, Nuestro Lugar Project & Productive Public Space Projects**

Planning Coordinator, Kounkuey Design Initiative, Oasis, CA

Kounkuey Design Initiative (KDI) is a nonprofit design and community development organization that has partnered with the rural predominately Latino farm-working community of North Shore, CA, to physically transform a 5 acre vacant lot into a public space, and improve the quality of life through cultural programming and economic development.

**Joseph Kunkel, Executive Director, Sustainable Native Communities Collaborative (SNCC), Santa Fe, NM**

The Sustainable Native Communities Collaborative (SNCC) focuses on culturally and environmentally sustainable development with American Indian, First Nations, and Indigenous communities worldwide. Through planning, architectural design, technical assistance and research, our services help tribal communities gain self-sufficiency, improve their impacts on the natural world, and develop healthy, green, culturally-appropriate communities.

**11:45 AM**

**Lunch and Performance: The Kirkbride Sessions: Songs from the Rural Experience**

Ashley Hanson, Producer and Director, Placebase Productions, St. Paul, MN

Ashley Hanson recorded The Kirkbride Sessions during a Hinge Artist Residency offered by Springboard for the Arts on the campus of the former Fergus Falls Regional Treatment Center (aka The Kirkbride Building). The suite of songs explores what she calls “the underbelly of the rural experience” and seeks to shed light on some of the struggles facing individuals living in rural communities and our attempts as a society to hide away those lives, stories, and experiences.

## PM Thursday, October 13, 2016

12:30 PM – 1:30 PM **Breakout Sessions I**

### **Community Heart & Soul: How Story-telling Strengthens Rural Towns**

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#### **Theme // Advance Civic Culture**

The Orton Family Foundation and the Community Foundation of Greater Dubuque have been working together on Community Heart & Soul,™ a process designed to increase participation in local decision-making and empower residents to shape the future of their communities. Workshop participants will be inspired by examples of arts & creative place-making projects in Heart & Soul towns and learn how to use storytelling to identify common cause and employ community values to shape the physical places where people work and live.

#### **PANEL MEMBERS**

**Alexis Halbert**, Senior Associate of Programs, Orton Family Foundation, Paonia, CO

**Jason Neises**, Community Development Coordinator, Community Foundation of Greater Dubuque, Dubuque, IA

### **Integrating Community Health, Arts and Culture**

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#### **Theme // Cross Sectoral Innovation**

Across the country, new health systems approaches are leveraging multi-sector programs and policies to foster a culture of health in rural communities. Workshop participants will learn from Arkansas and Kentucky models that prioritize community needs and resources through engagement with numerous partners to expand access and improve individual experiences with healthcare and healthy living.

#### **MODERATOR**

**Keith Mueller**, PhD, Gerhard Hartman Professor, Department of Health Management and Policy, University of Iowa College of Public Health, Chair of the RUPRI Health Panel and Director of the RUPRI Center for Rural Health Policy Analysis

#### **PANEL MEMBERS**

**Joe Berry**, Vice President of Entrepreneurship, Greater Owensboro Economic Development Corporation/Director of Kentucky Innovation Network, Owensboro, KY

**Dr. Jennifer Conner**, Regional Program Associate, University of Arkansas Cooperative Extension Service, Lake Village, AR

**Debbie Zuerner Johnson**, Director of Community Engagement, Owensboro Health, Owensboro, KY

### **Surveying the Creative Rural Landscape: Deeper Reflections on the Work of the “Place-based Innovations” Presenters**

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#### **Theme // Innovative Rural Practice**

Inspired by the presentations from our “Next Generation Place-based Innovations: Rural Visions, Values, and Hope for the Future” panel. Join us for deeper conversation with these young innovators, and learn how to collaborate with your community to improve quality of life in your rural region.

#### **MODERATOR**

**Sarah Lovan**, Arts Program Officer, McKnight Foundation, Minneapolis, MN

### **University Engagement in Rural Creative Placemaking**

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#### **Theme // Rural Arts & Culture Research**

Leaders on this panel represent the fields of art, music, folklore, and community development, and each directs a university program that engages their rural region and builds connections between communities,

students, and national creative placemaking strategies. Learn more about how their innovative program models engage with rural place while also bridging interdisciplinary collaborations within their institutions.

#### MODERATOR

**Sam Cordes**, Professor and Associate Vice Provost, Emeritus, Center for Regional Development, Purdue University, Chicago, IL

#### PANEL MEMBERS

**Nick Benson**, Director of Community Outreach and Development, University of Iowa, Iowa City, IA

**Jennifer Drinkwater**, Assistant Professor, Art & Visual Culture, Community Art Specialist, Iowa State University, Ames, IA

**John Fenn**, Professor, University of Oregon, Eugene, OR

**Leslie Finer**, Arts Share Director, Office of Outreach & Engagement, University of Iowa, Iowa City, IA

## State Innovations in Arts Engagement, Investment and Infrastructure

### Theme // Rural Investment and Infrastructure

Statewide support structures that offer funding, networking, and technical assistance opportunities are essential foundations for the future of our rural communities. The leaders on this panel have each responded to unique challenges and opportunities within their state contexts -- consequently facilitating groundbreaking cross-sector and bipartisan support for arts and culture-based community development in their region.

#### MODERATOR

**Colleen Landkamer**, Minnesota State Director, USDA Rural Development, Mankato, MN

#### PANEL MEMBERS

**John Davis**, Executive Director, Lanesboro Arts, Lanesboro, MN

**Anne Katz**, Executive Director, Arts Wisconsin, Madison, WI

**Zach Mannheimer**, Vice President of Creative Placemaking, Iowa Business Growth, Des Moines, IA

1:30 PM – 2:30 PM

### Breakout Sessions II

## Center for Performance and Civic Practice: The Catalyst Initiative

### Theme // Advance Civic Culture

What does it take to build an effective, ethical and productive partnership across fields and areas of experience? CPCP's Catalyst Initiative invites project teams comprised of an artist and a civic partner to conceive and execute (to produce) a manageable, local project and work together as part of a multi-community cohort seeding a national conversation. This session will focus on two of these projects and building capacity for this type of work.

#### PANEL MEMBERS

**Mark Kidd**, Catalyst Initiative Artist, Center for Performance and Civic Practice, Whitesburg, KY

**Rebecca Martinez**, Project Coordinator for the Catalyst Initiative, Center for Performance and Civic Practice, Brooklyn, NY

**Nikiko Masumoto**, Agrarian Artist and Farmer, Masumoto Family Farm, Fresno, CA

## The Promise of the Promise Zones: Linking Rural Arts and Economic Development

### Theme // Cross Sectoral Innovation

In 2014, the Obama Administration launched the Promise Zone Initiative, a partnership in which federal and local leaders work together to meet the specific needs of a community or region. Of the twenty-two chosen to receive this guidance navigating federal programs, technical assistance for federal agencies, and preferential consideration on select federal grants, this panel will welcome leaders from the Eastern Kentucky Highlands and South Carolina Low Country regions. Across these diverse geographies, the

## Next Generation Rural Creative Placemaking

conversation will consider how cross-sector partnerships and engaged policymaking has created an environment where tough issues can be tackled.

### MODERATOR

**Jennifer Hughes**, Community Solutions Specialist, National Endowment for the Arts, Washington, DC

### PANEL MEMBERS

**Sandi Curd**, Promise Zone Coordinator, Kentucky Highlands Investment Corporation, Williamsburg, KY

**Susan DuPlessis**, Program Director for Arts Participation, South Carolina Arts Commission, Columbia, SC

## Advancing Rural Community Arts

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### Theme // Innovative Rural Practice

Imagine paddling down the river while participating in a theatre performance, or experiencing a musical composition in a national park that integrates the landscape, culture, history, ecology and art of the park. In this session, artists will share their experiences using community arts practices to explore people's collective relationship to place and culture. Patrick Overton joins the conversation as one of the authors who literally wrote "the book" on community arts development.

### MODERATOR

**Patrick Overton**, Ph.D., Director/Front Porch Institute, Boonville, MO

### PANEL MEMBERS

**Ashley Hanson**, Producer and Director, Placebase Productions, St. Paul, MN

**Christina Rusnak**, Founder and Principal, Switchback Group, LLC, Portland, OR

## Integrating Agriculture, Landscape, Arts and Culture

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### Theme // Rural Arts & Culture Research

Increasingly over the last twenty years, the crucial interrelationship between culture and agriculture has helped us understand rural heritage while also offering a window through which to build connections with artists, policymakers, and citizens across the nation. The artists and farmers on this panel will discuss how they build artistic and community capacity through working at the intersections of public art, ecology, cultural heritage and entrepreneurship.

### MODERATOR

**Matthew Glassman**, Co-Artistic Director, Double Edge Theatre, Ashfield, MA

### PANEL MEMBERS

**Matthew Groshek**, Curator and Facilitator, Sedge Meadow Cultural Residency Program, Rudolph, WI

**Donna Nuewirth**, Executive Director, Wormfarm Institute, Reedsburg, WI

**Jay Salinas**, Co-founder and Farmer, Wormfarm Institute, Reedsburg, WI

## Defining and Designing Collective Placemaking Impacts

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### Theme // Rural Investment and Infrastructure

This session will share innovative, asset and place-based frameworks in which rural communities create the change they wish to see. Traditional economic development practices, centered upon business attraction for over four decades, are being replaced with those centered around the "Primacy of Place" - its people, assets, history and culture, married with talent retention, attraction and development. The rationale for greater policy attention to local, strategic investments in education, arts, and amenities will be shared, along with examples of this approach bearing fruit in the Clinch River region of southwestern Virginia.

### MODERATOR

**Justin Archer Burch**, Program Manager for Workforce & Education, Delta Regional Authority, Little Rock, AR



**PANEL MEMBERS**

**Christine Gyovai**, Principal, Dialogue + Design Associates, Charlottesville, VA

**Alex Sentilles**, Graduate Associate, Institute for Environmental Negotiation at the University of Virginia, Charlottesville, VA

**David Terrell**, Director, Indiana Communities Institute/RUPRI Center for State Policy, Ball State University, Madison, IN

2:30 PM - 2:45 PM

Break

2:45 PM – 3:45 PM

Breakout Sessions III

## Civic Filmmaking: Tales from Two Communities (Lanesboro, MN & Plattsburgh, NY)

### Theme // Advance Civic Culture

Can film help us grapple with the aesthetic questions and sustainability challenges in small town America? Filmmakers from Lanesboro, MN (pop. 754) and Plattsburgh, NY (pop. 19,989) will discuss how their films have helped build community and provided a catalyst for change in their small towns.

**PANEL MEMBERS**

**John Davis**, Executive Director, Lanesboro Arts, Lanesboro, MN

**Julia Devine**, Professor, State University of New York College at Plattsburgh, Plattsburgh, NY

**Erin Dorbin**, Technology Leader, Museums on Main Street, Lanesboro, MN

**Kara Maloney**, Organizational Assistant, Lanesboro Arts, Lanesboro, MN

## Enhancing Rural Intercultural Dialogue and Programming

### Theme // Cross Sectoral Innovation

Census figures continue to tell us that rural America is growing more diverse at a rate per capita that far outpaces its urban counterparts. While many communities are experiencing cultural transition, many other communities of color have been left outside of the rural community narrative for much longer. Figures in arts, community development, and policy all recognize that our rural places must be equitable and inclusive, yet those aspirations often fall short of bridging sustained engagement and programming. Leaders from across the Next Generation Summit will join a conversation moderated by Kiley Arroyo of the Cultural Strategies Council to discuss what we can learn from exemplars in the field – and how we can begin these conversations in our home communities.

**MODERATOR**

**Kiley Arroyo**, Executive Director, Cultural Strategies Council, San Francisco, CA

**PANEL MEMBERS**

**Amrita Ramanan**, Director of Literacy Development and Dramaturgy, Oregon Shakespeare Company, Ashland, OR

**Nick Slie**, Co-Founder and Co-Artistic Director, Mondo Bizzaro, Louisiana

**Ashley C. Smith**, Development Director, Lyric Theatre, Lexington, KY

**Jeremy Staab**, Program Manager, First People's Fund and the Intercultural Leadership Institute, Sioux City, IA

## The Importance of Local Context in Rural Placemaking

### Theme // Innovative Rural Practice

In this session, you'll learn to grow support for rural arts and culture locally by building on your community's assets and collective knowledge. Hear from the facilitators of a self-guided rural art tour linking local artists and small businesses, a solutions-oriented arts experience designed to jumpstart support for the rural arts, and a policy maker advocating for arts and culture in community development.

**MODERATOR**

**Randy Maluchnik**, Commissioner, Carver County, Chaska, MN and Vice-Chair, NACo Arts and Culture Commission

## Next Generation Rural Creative Placemaking

### PANEL MEMBERS

**Michelle Wodtke Franks**, Executive Director, Golden Hills RC&D, Oakland, IA

**Jamie Horter**, Rural Artist, Lyons, NE

**Zach Jones**, Rural Artist, Malvern, IA

## The Role of Rural Education and Knowledge Systems

### Theme // Rural Arts & Culture Research

This panel offers two examples of innovative rural projects that excite regional collective impact by connecting community-powered media and convenings to new media strategies and digital research. Whether in Central Appalachia or the Berkshires of Massachusetts, these projects begin by asking what knowledge and networks the community needs, and then assessing how best it might learn and exchange information. While the economic and cultural contexts differ in these two regions, these leaders will offer models and findings that designers, educators, researchers, and community-engaged media makers can take back to their home regions.

### MODERATOR

**Jocelyn Richgels**, Director, National Policy Programs, Rural Policy Research Institute, Washington, DC

### PANEL MEMBERS

**Lisa Donovan**, Professor, Massachusetts College of Liberal Arts, North Adams, MA

**Bruce Parsons**, Founder of The Holler, Hazard, KY

## Aligning State Arts Agency and USDA Rural Development Outcomes

### Theme // Rural Investment and Infrastructure

Next Generation's Theory of Change plays heavily upon the need to acknowledge stronger appreciation for rural arts and culture contributions to the rural way of life, in the non arts and culture public policy sectors. This framework led to the creation of Next Generation working groups in the states of Iowa, Kentucky and Minnesota. This sessions brings together co-chairs from all three states, one a leader in the arts and one a leader in economic and community development. This has deepened appreciation for the unique role USDA Rural Development and state arts agencies could play, in collaborations to advance one another's engagement and sense of common mission.

### MODERATOR

**Teresa Kittridge**, RUPRI Vice President, Waconia, MN

### PANEL MEMBERS

**Matthew Harris**, Administrator, Iowa Arts Council, Iowa Department of Cultural Affairs, Des Moines, IA

**Colleen Landkamer**, Minnesota State Director, USDA Rural Development, Mankato, MN

**Lori Meadows**, Executive Director, Kentucky Arts Council, Midway, KY

**Bill Menner**, Iowa State Director, USDA Rural Development, Grinnell, IA

4:00 PM

### Rural Creative Placemaking Panel II: Framing an Envisioned Future for Rural Creative Placemaking – What Must We Co-create and Sustain?

Successful creative placemaking creates an equitable, inviting space for cross-sector collaboration and intercultural dialogue – two qualities that will increasingly determine the health, wealth, and long-term viability of our rural places. We welcome this panel of leaders whose projects are transforming their regions, and whose ideas and experiences inspire the national conversation in our field.

### MODERATOR

**Erik Takeshita**, Community Creativity Portfolio Director, Bush Foundation, St. Paul, MN

### PANEL MEMBERS

**Cheryal Lee Hills**, Executive Director, Region Five Development Commission, Staples, MN

**Michael Rohd**, Founding Director, Center for Performance and Civic Practice, Phoenix, AZ

**Ada Smith**, Institutional Development Director, Appalshop, Whitesburg, KY

**Jeremy Staab**, Program Manager, First People's Fund and the Intercultural Leadership Institute, Sioux City, IA

**Ryan Taylor**, Cowboy Logic and USDA Rural Development Director North Dakota, Towner, ND

**5:15 PM**

**Break**

**5:30 PM**

**Map of My Kingdom**

**Mary Swander**, Iowa Poet Laureate, IA

Land is the thread that binds all of the stories together, but “who’s going to get the farm?” Map of My Kingdom, a play commissioned by Practical Farmers of Iowa and written by Iowa Poet Laureate Mary Swander, tackles the critical issue of land transition. In the drama, Angela Martin, a lawyer and mediator in land transition disputes, shares stories of how farmers and landowners she has worked with over the years approached their land successions.

**7:00 PM**

**Social Dance and Iowa City Food Trucks at the Moose Lodge**

Performances by Goin’ Up Caney, The Slow Draws and Caller Alexander Calls!

Social dances have been important tools for community development for centuries. They bring communities together, and are usually hosted in community meeting spaces with good food, libations, and vernacular music. Regional social dances such as the square dance, Texas two step, and polka will be featured at the Moose Lodge to the beat of Iowa City bands Goin’ Up Caney and The Slow Draws. All dances will be taught by Alexander Calls!

**9:00 & 10:00 PM**

**Bus returns to Camp Io-Dis-E-Ca**

## Friday, October 14, 2016

**7:15 & 7:30 AM**

**Bus departs Camp Io-Dis-E-Ca**

**8:00 AM**

**Breakfast**

**8:30 AM**

**Closing Keynote Panel: Arts and Culture Inclusion in National Placemaking Partnerships- Lessons Learned and Future Guideposts**

We are honored that these national leaders will share this plenary dialogue. Each has played a major role in advancing place-based domestic policy and program design, as well as recognition of the importance of creative placemaking within it. They will offer lessons learned along this journey, and discuss public, private and philanthropic actions needed to sustain and enhance these efforts across rural America.

**MODERATOR**

**Chuck Fluharty**, President, Rural Policy Research Institute, Iowa City, IA

**PANEL MEMBERS**

**Jamie Bennett**, Executive Director, ArtPlace America, New York, NY

**Earl Gohl**, Federal Co-Chair, Appalachian Regional Commission, Washington, DC

**Linda Langston**, Director of Strategic Relations, National Association of Counties, Washington, DC

## Next Generation Rural Creative Placemaking

**Chris Masingill**, Federal Co-Chair, Delta Regional Authority, Little Rock, AR

**Doug O'Brien**, Senior Policy Advisor for Rural Affairs, White House Domestic Policy Council, Washington, DC

**Jason Schupbach**, Director of Design Programs, National Endowment for the Arts, Washington, DC

**9:30 AM**

**Closing Plenary Dialogue: What Have We Heard, Received, and Learned; and What Commitments and Gifts Can We Offer One Another?**

This will be an interactive dialogue between Summit participants and these leaders. We hope to surface practical strategies to better address common challenges, policy and program adjustments or innovations to advance rural creative placemaking and opportunities to share more deeply, support one another more effectively, and deepen appreciation for the essential role of arts and culture in sustaining the rural way of life. We will close with an invitation for participants to share future commitments to this mission.

**MODERATOR**

**Teresa Kittridge**, Vice President, Rural Policy Research Institute, Waconia, MN

**10:30 AM**

**Break**

**11:00 AM**

**Summit Keynote: Tom Vilsack, Secretary of Agriculture, Washington, DC**

**12:00 PM**

**Lunch and Closing Session, Time for Informal Discussions**

## Safe Travels Home





# Plenary and Keynote Speakers



**Sue Curry, PhD, is dean of the University of Iowa College of Public Health** and Distinguished Professor in the Department of Health Management and Policy.

Prior to joining the College of Public Health in 2008, Dr. Curry served as professor of health policy and administration and director of the Institute for Health Research and Policy in the School of Public Health at the University of Illinois at Chicago. From the late-1980s until joining UIC in 2001, Dr. Curry was professor of health services in the School of Public Health and Community Medicine at the University of Washington and senior investigator and director at the Center for Health Studies, Group Health Cooperative. She also served as a scientist in the country's first Cancer Prevention Research Unit at the Fred Hutchinson Cancer Research Center in Seattle.

Dr. Curry is recognized internationally for her expertise in behavioral science and translation of research findings into health policy. Her extensive research in chronic disease prevention and management includes studies of tobacco cessation, dietary change, modification of risky drinking patterns, and methods of increasing compliance with recommended cancer screening. Dr. Curry is the recipient of numerous awards, including the American Society for Preventive Oncology's Joseph R. Cullen Memorial Award in 2000, the Society of Behavioral Medicine's Distinguished Scientist Award in 2001, and the Society for Research on Nicotine and Tobacco's John Slade Award in 2015.



**P. Barry Butler was appointed provost of The University of Iowa** in May of 2011, after serving as interim provost since October 2010. Prior to his appointment, Butler was dean of the UI College of Engineering, where he holds the rank of full professor in the Department of Mechanical and Industrial Engineering. He earned his bachelor's and master's degrees in aeronautical and astronautical engineering from the University of Illinois at Urbana-Champaign in 1979 and 1981, respectively. He received his Ph.D. in mechanical engineering in 1984, also from the University of Illinois at Urbana-Champaign. He joined the University of Iowa faculty in 1984.

Butler has worked as a visiting research fellow for the U.S. Navy and Sandia National Laboratories and as a visiting faculty member at Université de Provence in Marseille, France. He is active in a number of aerospace-related instructional and research activities at UI. He currently serves on the boards of several state and national technology-based organizations committed to economic growth and the advancement of science, technology, engineering, and math (STEM) education, including the American Wind Energy Association, for which he also serves as research committee co-chair. He serves as the Governor's delegate to the Aerospace States Association. Butler is an active participant in Iowa's STEM Initiative, and has been a strong advocate for working with industry, community colleges, and Iowa's K-12 educators to promote STEM education.

# Plenary and Keynote Speakers



**Tom Vilsack serves as the Nation's 30th Secretary of Agriculture.** As leader of the U.S. Department of Agriculture (USDA), Vilsack is working hard to strengthen the American agricultural economy, build vibrant rural communities and create new markets for the tremendous innovation of rural America. In more than six years at the Department, Vilsack has worked to implement President Obama's agenda to put Americans back to work and create an economy built to last. USDA has supported America's farmers, ranchers and growers who are driving the rural economy forward, provided food assistance to millions of Americans, carried out record conservation efforts, made record investments in our rural communities and helped provide a safe, sufficient and nutritious food supply for the American people.



**Charles W. Fluharty is the founder, President, and CEO of the Rural Policy Research Institute (RUPRI)**, the only U.S. national policy institute solely dedicated to assessing the rural impacts of public policies. Since RUPRI's founding in 1990, over 300 scholars representing 16 different disciplines in 100 universities, all U.S. states and 30 other nations have participated in RUPRI projects, which address the full range of policy and program dynamics affecting rural people and places. Collaborations with the OECD, the EU, the German Marshall Fund, the Inter-American Institute for Cooperation on Agriculture, the International Comparative Rural Policy Studies Committee, and other international organizations have framed RUPRI's comparative rural policy foci.

A Clinical Professor in the University of Iowa College of Public Health and a graduate of Yale Divinity School, he was also a German Marshall Fund Transatlantic Fellow from 2007 to 2011. Chuck is the author of numerous policy studies and journal articles, has presented dozens of Congressional testimonies and briefings, and is also a frequent speaker before national and international audiences, having delivered major public policy speeches in over a dozen nations. He has also provided senior policy consultation to most federal departments, state and local governments, associations of government, planning and development organizations, and many foundations.



**Matthew Fluharty is the Founder and Executive Director of Art of the Rural,** facilitator of its Middle Landscape projects, and a member of the M12 collective.

Matthew's poetry and essays have been widely published in the US and abroad and are present in the field-establishing compendium *A Decade of Country Hits: Art on the Rural Frontier*. His collaborations with M12 have recently been featured at the Santa Fe Art Institute, and his multidisciplinary collaboration with Jesse Vogler in the American Bottom region of the Mississippi River was recently the subject of an exhibition at the Central Features gallery in Albuquerque.

Matthew is the son of a fifth-generation farming family from the Ohio Valley. He holds a PhD in English and American Literature from Washington University in STL, where he recently served as Research Fellow in American Culture Studies.

# Plenary and Keynote Speakers



**Laura Zabel is executive director of Springboard for the Arts**, an economic and community development agency whose programs help artists make a living and communities tap into the resource that artists provide. Springboard recently launched a national platform to share stories and resources, and its programs have been replicated in over 50 communities across the country. Its projects also include Community Supported Art, which connects artists directly with patrons; the Artists Access to Healthcare program; and the Irrigate project.

Zabel is a 2014 Bush Foundation Fellow and recipient of the Minnesota Council of Nonprofits Visionary Leader Award.



**Joe Berry, is Vice President for Entrepreneurship with the Greater Owensboro Economic Development.** In this capacity, Joe assists start-up and high tech companies—as well as traditional small businesses—with strategic planning, capitalization, product development, and numerous other services. He also acts as Executive Director to the eMerging Ventures Center for Innovation—the Owensboro office of the Kentucky Innovation Network, which covers the seven-county GRADD region, and the Owensboro Centre for Business & Research, a 37,000 square-foot high-tech business incubator in downtown Owensboro.

Joe is very active in the Owensboro community and has served on boards of directors and advisory boards for numerous organizations, including the Kentucky Life Sciences Council, the

RiverPark Center, Theatre Workshop of Owensboro, and the Owensboro Life Science Academy. In his spare time, he enjoys life with his beautiful fiancé Haley, is an avid reader, runner, and (reluctant) adventurer.



**Camille L. Ferguson is an Alaska Native and a member of the Sitka Tribe of Alaska.** She studied business and village management at Sheldon Jackson College. She served as the Economic Development Director for Sitka Tribe of Alaska for 15 years, 1996-2012 before accepting the position of Executive Director in 2013. Camille began her 31-year career in the visitor industry working for Sitka Tours before rising to direct economic development. She expanded Sitka Tribe of Alaska's cultural tour programs, and was instrumental in the development of Sitka's Public Transit/Tribal Transit, Visitors Tribal Trolley System, Indian Reservations Roads Program, Tribal Tannery, and the Alaska Wild Game Charitable Pull Tab Parlor. She served as president of the Sitka Convention & Visitors Bureau (CVB), Board of Directors for the Sitka Chamber of Commerce, Alaska Mobility Coalition's Board of Directors, and the Governor's Coordinated Transportation Task Force. For her tourism work within the State of Alaska, the Alaska Travel Industry gave her their highest award in 2011, the Denali Award for Professionalism and Leadership. In 2012, she was the recipient of the Alaska Mobility Coalition's Dan Moreno Award, a special recognition for individuals or tribal organizations that have made significant contributions in support and development of tribal transportation in Alaska. Camille also served on the AIANTA Board of Directors from 2002-2012 and was President of the AIANTA Board of Directors from 2003-2007. She became executive director of AIANTA in January 2013 where she oversees national and international initiatives for Indian Country tourism, and recently was awarded the National Parks Directors Partnership Award.

# Plenary and Keynote Speakers



**Zachary Mannheimer, Vice President of Creative Placemaking**, Iowa Business Growth Company. After a road-trip from NYC to 22 cities around America, Zachary chose and settled in Des Moines in 2007 to found the Des Moines Social Club, an arts and educational non-profit. Since opening its doors in 2009, DMSC has hosted over 5000 arts related events and seen over 1,000,000 patrons. Founding the non-profit from scratch, Zachary has raised over \$14,000,000 towards the downtown project, where he served as Executive Director from 2008 - 2015. Zachary has articles published in: *The New York Theater Review* and *American Theater Magazine*. His theatrical work and DMSC has been featured in *The New York Times*, *Time Magazine*, *USA Today*, *Politico*, *The Village Voice*, *The National Journal* and *The Des Moines Register*. Zachary has directed and/or produced over 25 pieces of professional theater and outdoor festivals. He has been awarded the 2011 Des Moines Citizen of the Year Award, 40 under 40 in Des Moines' Business Record, 40 under 40 for the national *New Leaders Council*, The Iowa Governor's Volunteer Award, and the DSM Young Professional of the Year Award in 2009. In 2016, Zachary began a new position at Iowa Business Growth as the Vice President of Creative Placemaking. Zachary serves on the boards of Iowa Public Radio and the Iowa Rural Development Council. He holds a dual BA in Theater Arts and Philosophy from Muhlenberg College and shares his home with his wife Sarah, daughters Mira and Fiona and son Benjamin.



**Geoff Marietta is an educator, entrepreneur**, and passionate about building a sustainable and diversified economy in Eastern Kentucky. He serves as the Executive Director of Pine Mountain Settlement School, a National Historical Landmark serving the coalfields of East Kentucky in the areas of early education, community organic food production, and Appalachian heritage, culture, and art. Marietta is also the lead investor and co-founder of Mountain Tech Media, a diversified media and technology company based in Letcher County, Kentucky. Mountain Tech is organized as a cooperative and co-owned by Appalshop, a place-based media, arts and education nonprofit in Eastern Kentucky. Born in Hibbing, Minnesota, on the Mesabi Iron Range, Marietta went to the University of Montana where he studied forestry. He then lived on the Navajo Nation in rural New Mexico, advancing in leadership from teacher and department head, to assistant principal, to district-level coordinator. He went on to earn his MBA from Harvard Business School, a doctorate from Harvard Graduate School of Education, and found a software technology company along the way. Marietta has published 2 books, more than 20 case studies, articles, and reports on educational policies and practices. He currently lives at Pine Mountain Settlement School in Harlan County with his wife, Sky, and their sons, Harlan and Perry.



**Nikiko Masumoto**, born in the Central Valley of California, spent her childhood slurping over-ripe peaches on the Masumoto Family Farm (an 80-acre organic farm in Del Rey, CA). She has never missed a summer harvest. In 2007 she graduated from UC Berkeley with a B.A. in Gender and Women's Studies. It was there that she realized she wanted to return to the Valley to farm. But first she completed a M.A. in Performance as Public Practice from UT Austin. Her research focused on the performance of memory and Japanese American history. Daily, she apprentices with her father on the family's small organic farm. She has continued her creative work, most recently (2016) publishing her second book, co-authored with her father "Changing Season" is a collection of essays about generational transition on the land. Continuing community engaged work, in 2016, she and a small team of colleagues created the "On Tap" project: a landscape guided journey to explore histories & futures of the Kings River watershed connecting people, place, and policy. She is currently a Future for Good fellow with the Institute for the Future, earlier this year completed National Arts Strategies Creative Community Fellowship, working on a collaboration with master taiko player and composer Roy Hirabayashi, and serves on several non-profit and community boards (Western States Arts Federation, Alliance for California Traditional Arts, California State University Fresno College of Arts & Humanities).



# Plenary and Keynote Speakers



**Bob Reeder currently serves as a Program Director for Rural LISC** based in Washington D.C. Bob has built a thirty year career devoted to social and economic justice, housing and community development, public policy, and legal and administrative advocacy. Bob has worked for the Maryland Department of Housing and Community Development, the Neighborhood Reinvestment Corporation (now NeighborWorks America), the Montgomery Housing Partnership and as Director of the Community Land Trust Network for the Institute for Community Economics.

He has served in various appointed and elected volunteer capacities in South Carolina, Montgomery County MD and Washington DC. He earned a BA degree in Government from Wofford College in Spartanburg SC and earned his JD degree from Vanderbilt University School of Law in Nashville TN.



**Anna Claussen, is the Director of Rural Strategies at the Institute for Agriculture and Trade Policy (IATP).** Founded in 1986, IATP works locally and globally at the intersection of policy and practice to ensure fair and sustainable food, farm and trade systems. A landscape architect by training, Anna bridges years of practice in design and planning with a life deeply rooted on her family's active Minnesota farm. Anna works to build bridges between different constituencies with the goal of developing local, state, national and international policies that will promote environmental and human health; ensure socially and ecologically sustainable development; value human rights; increase the capacity of civil society to participate in policymaking; and strengthen local and regional economies. As Co-Chair of the Minnesota Green Chemistry Forum, steering committee member of the National Rural Assembly, adjunct faculty at the University of Minnesota, and as a recent alumni of the Minnesota Agriculture and Rural Leadership program, Anna continually strives to broaden her reach in advocating for rural sustainability issues. Anna has a bachelor's degree in geography and studio arts from Gustavus Adolphus College and a master's degree in landscape architecture from the College of Design at the University of Minnesota.



**Theodore (Ted) Jojola, PhD, is a Distinguished Professor and Regents' Professor in the Community & Regional Planning Program, School of Architecture + Planning, University of New Mexico (UNM).** Currently he is the founder and Director of the Indigenous Design + Planning Institute. iD+Pi works with tribal communities throughout the SW region as well as internationally by facilitating culturally informed approaches to community development. One of these is the ArtPlace Zuni MainStreet project, which is working with Pueblo artists to inform how they can be better represented in the streetscape and the local economy.

From 2008-2010, he was Visiting Distinguished Professor at Arizona State University where he was a member of the faculty of the School Geographic Sciences and Planning. He was Director of Native American Studies at UNM from 1980-1996, and established the interdisciplinary undergraduate degree program in Native Studies.

He is actively involved in major research projects on Indian education, Indigenous community development and architecture. He is coeditor of two books—*The Native American Philosophy of V.F. Cordova* entitled *How It Is* (U. of Arizona Press, 2007) and *Reclaiming Indigenous Planning* (McGill-Queens University Press, 2013). A third book is in the works, *Contemporary Indigenous Architecture: Local Traditions, Global Winds* (working title, UNM Press). In addition, he has published numerous articles and chapters on topics relating to indigenous design & planning, stereotyping and economic development. He is an enrolled member of the Pueblo of Isleta.

# Plenary and Keynote Speakers



**Amrita Ramanan is the Director of Literary Development and Dramaturgy of the Oregon Shakespeare Festival (OSF)**, located in the heart of the Rogue Valley in Ashland. Founded by Angus Bowmer in 1935, OSF has grown from a three-day festival of two plays to a robust theater arts organization that annually produces eight-months of performances and community events throughout their season. Inspired by the company's namesake playwright and the cultural richness of the United States, OSF reveals the collective humanity of the world onstage through illuminating and inclusive interpretations of new and classic plays, further enhanced by the kaleidoscope of rotating repertory.

Amrita formerly held the positions of Associate Producer and Dramaturg with Double Edge Theatre (Ashfield, MA) and Artistic Associate/Literary Manager with Arena Stage (Washington, D.C.). In October 2015, Amrita received a grant through the Network of Ensemble Theaters to become a Local Organizer and utilize various principles in grassroots organizing and movement building to activate and expand the practice of ensemble collaboration and co-creation throughout western Massachusetts. In March 2016, she was appointed to the Network of Ensemble Theaters' board.



**Michaela Paulette Shirley (Diné), MCRP, is Water Edge clan**, born for Bitter Water clan, her maternal grandpa is Salt clan, and her paternal grandpa is Coyote Pass clan. Shirley grew up in Kin Dah Lichii in northeastern Arizona on the Navajo reservation. Several of her summers were spent at sheep camp in the mountain with her paternal grandma Isabelle Shirley. At sheep camp, Shirley contemplated the important Diné values of sheep, family, community, the land, and education. She received her bachelor's in urban planning from Arizona State University, and a master's in community and regional planning from the University of New Mexico. She is a program specialist for the Indigenous Design and Planning Institute at UNM. Shirley's master's thesis, entitled, "The Role of Schools in the Community Development of Kin Dah Lichii, Arizona", will provide the foundation for her PhD work.



**Erik Takeshita joined the Bush Foundation as Community Creativity Portfolio Director in August of 2015.** Takeshita has over 20 years of experience working at the intersection of community development and the arts. From 2008-2015 he led a breadth of work at the Local Initiatives Support Corporation (LISC), including launching a nationwide Creative Placemaking initiative. He was previously a senior policy aide to the mayor of Minneapolis, where he advised the framework for a 10-year Plan for Arts and Culture, and led an art center in Honolulu, Hawaii, helping to revitalize the city's downtown.

He serves on numerous boards and commissions, and is nationally recognized for managing high-impact initiatives that express a community's unique culture through the arts. Takeshita holds a master's degree from the Harvard Kennedy School—an opportunity he pursued through a 2005 Bush Leadership Fellowship.

# Plenary and Keynote Speakers



**Cheryal Lee Hills, Executive Director, Region Five Development Commission (R5DC) Affiliate 501c3 North Central Economic Development Association.** With over 25 years of experience in community and economic development, Cheryal currently provides oversight of over three million dollars in project, levy and grant annual income. She oversees a 7 high performing team members who deliver a range of professional planning and project management services including business/resident lending, transportation and intentional focus on issues such as local foods, renewable energy, and broadband to the rural last mile with weighted devoted to implementation of the Sustainable Communities “Resilient Region” plan.

Cheryal has the valuable ability to welcome and gather diverse strengths to meet collective goals. She serves on several local, state and national boards and is deeply committed to rural people. Cheryal's credentials include Licensed Practical Nurse performing Hospice work; Executive Director of the Mid-Minnesota Builders Association holding a MN Realtor and Contractor license. Cheryal has served as a private small business consultant and she and her husband are proud owners of a small telecommunications company. As she truly enjoys her job, Cheryal also considers work one of her hobbies. Outside of this domain, Cheryal has a very large garden the Minnesota woods from which she enjoys canning and drying a variety of foods. Her most favorite thing to do is spend time with her family: Husband of over 30 years, three adult children with their spouses, and one adorable granddaughter.



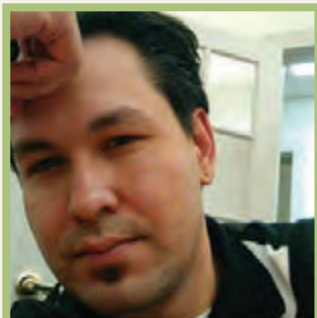
**Michael Rohd is founding artistic director of 17 year-old ensemble-based Sojourn Theatre.** He recently accepted a Professorship at Arizona State University's Herberger Institute for Design & Art, where he, Liz Lerman and Daniel Bernard Romain are launching a think tank/action space called the The Ensemble Lab. He is author of the widely translated book Theatre for Community, Conflict, and Dialogue. He leads the Center for Performance and Civic Practice, where current projects include The Catalyst Initiative, a national program supported by The Andrew Mellon Foundation, and Local Landscapes, through which he is currently collaborating with Arts Councils at the State and Local level around the US.

In 2015, he received an Otto Rene Castillo award for Political Theater and The Robert Gard Foundation Award for Excellence. He was the 2013-2016 Doris Duke Artist-in-Residence at Lookingglass Theater Company in Chicago. Recent/Current projects include leading a two year Sojourn Artist-in-Residence collaboration with Catholic Charities USA poverty reduction sites around the US; a Sojourn partnership with Planning Commissions around the country utilizing civic practice in public engagement settings to help communities deal with difficult conversations and resource allotment; and, collaborating with theaters and universities around the country to mount locally specific projects based on Sojourn's model performance/engagement process/production How To End Poverty in 90 Minutes.



**Ada Smith is the Institutional Development Director of Appalshop** in Whitesburg, Kentucky. She has previously served as Program Coordinator and Co-Director for Appalshop's Appalachian Media Institute (AMI.) Ada serves on the board of Southerners on New Ground (SONG) and is a founding member of the Stay Together Appalachian Youth (STAY) Project, a youth-led multi issue regional network. Ada was selected as a 2013 Arts & Culture Fellow by the Rockwood Leadership Institute. She can be reached at [ada@appalshop.org](mailto:ada@appalshop.org)

# Plenary and Keynote Speakers



## **Jeremy Staab (Santee Sioux), Project Manager, First Peoples Fund (FPF).**

Mr. Staab is a Program Manager at First Peoples Fund, overseeing the Native Artist Professional Development program (NAPD) and Native Artist Economic Building Grant. First Peoples Fund is a national non-profit that supports Native artists in sustaining the cultural fabric of tribal communities while cultivates entrepreneurial initiatives and community development programs for Native artists and the systems that support them.

Mr. Staab is certified business coach of FPF's NAPD curriculum, facilitating over 20 trainings since 2011. He is also a 2014 alumni of the First Peoples Fund's Artist in Business Leadership fellowship program. In 2014 Mr. Staab also received his Master's in Business Administration through Baker University, Baldwin, KS. His undergraduate studies were completed at Haskell Indian Nations University, Lawrence, KS in Business Administration.

In his tenure with Ho-Chunk Community Development Corporation (HCCDC) from 2007-2012, Mr. Staab administered technical assistance centered on small business and entrepreneurial development with emphasis on market development and financing for his clients. Mr. Staab also provided consultation to artists consigned to HCCDC's subsidiary company, Woodland Trails Art Gallery, through reviewing and drawing contracts, appraising and pricing artwork, marketing coaching, as well as providing assistance to artists in writing and maintaining a business plans. This work led HCCDC to partnering with First Peoples Fund in 2010.



## **Ryan Taylor, State Director, U.S. Department of Agriculture Rural Development**

**Ryan.** Taylor was appointed by the President to serve as State Director for USDA Rural Development in North Dakota. In this role, he manages three federal agencies with a loan portfolio of nearly \$3 billion.

Prior to joining USDA, Taylor served in the North Dakota Senate for 10 years and was the former minority leader. Taylor also started his own business, Sandhill Communications, which offered marketing services for agriculture clients across the U.S. and Canada.

Throughout his career, Taylor has continued to run his family's fourth-generation ranch. He is widely known for his syndicated column, "Cowboy Logic," which had a circulation of more than 200,000 in multiple agricultural newspapers. Taylor has also authored three books from his writings. Taylor, a Towner native and graduate of NDSU, and his wife are raising their three young children in Bismarck, N.D.



**Jamie Bennett has been the Executive Director of ArtPlace America** since January 2014. Previously, Jamie served as Chief of Staff at the National Endowment for the Arts and Chief of Staff at the New York City Department of Cultural Affairs. He has also provided strategic counsel at the Agnes Gund Foundation; served as chief of staff to the President of Columbia University; and worked in fundraising at The Museum of Modern Art, the New York Philharmonic, and Columbia College. His past nonprofit affiliations have included the Board of Directors of Art21 and the HERE Arts Center; the Foot-in-the-Door Committee of the Merce Cunningham Dance Foundation; and Studio in a School's Associates Committee. Jamie received his B.A. from Columbia College in New York City.



# Plenary and Keynote Speakers



**Earl F. Gohl was confirmed as the eleventh federal co-chair of the Appalachian Regional Commission (ARC)** by the U.S. Senate in March, 2010. As the federal co-chair, Gohl oversees hundreds of ARC investments in community-based projects contributing to the economic growth of the Region. Gohl has an extensive background in public policy and community based economic development. Before coming to ARC, Gohl served as the director of government relations/deputy director for the Puerto Rico Federal Affairs Administration from 2001-2009 where he developed community based solutions to a range of public policy challenges. From 1996 to 2001, Gohl served as a special assistant, and then as an associate assistant secretary, at the U.S. Department of Labor developing and implementing a broad legislative agenda. He also has 20 years of experience in Pennsylvania state and local government both as an appointed and elected official, including serving as the executive assistant to the mayor of Harrisburg; elected member of the Harrisburg City Council; deputy secretary of the Pennsylvania Department of Community Affairs; and director of the Pennsylvania governor's Washington office. In his Senate confirmation hearing, Gohl stated that his objective as ARC federal co-chair would be to ensure that each federal dollar expended by the Commission was "an investment in the economic future of Appalachian families that will generate a return for American taxpayers."



**Linda Langston is the Director of Strategic Relations for the National Association of Counties in Washington DC.** Linda Langston previously served on the Linn County Board of Supervisors from 2003-2016. In Iowa she remains as the Chair of the Linn County Public Health Board, and in Rotary. Langston is a former president of the National Association of Counties (NACo). Her presidential initiative was Resilient Counties, which focused on building communities' capacity to be ready, resilient, agile and adaptive in the face of natural, manmade and economic disasters. Her home county was devastated by flooding in 2008. Also during her time at NACo she served as chair of the Health Steering Committee, chair of the Healthy Counties Advisory Board, chair of the Finance Committee and chair of the Arts and Culture Commission. Her outstanding leadership in arts and culture earned her the 2009 Americans for the Arts' Public Official of the Year Award. Langston is a member of the Resilient America Roundtable for the National Academy of Sciences and the National Advisory Council for the Federal Emergency Management Agency (FEMA). Born in Chicago and raised in Iowa, Langston graduated from Knox College in Galesburg, Illinois with a degree in history. She is a 2007 graduate of Harvard's Kennedy School of Government for State and Local Officials. Langston and her husband, Dave, live in Alexandria, Virginia have two grown sons.



**Chris Masingill was appointed by President Barack Obama and confirmed by the U.S. Senate in 2010 to serve as the second Federal Co-Chairman of the Delta Regional Authority,** an independent federal agency created by Congress in 2000 to help create jobs, build communities, and improve lives through strategic investments in economic and community development in the 252 counties and parishes of the eight-state Mississippi River Delta region. The DRA focuses these investments on priority areas of basic public infrastructure, transportation, workforce training and education, community health care, small business development, entrepreneurship, resiliency and disaster economic recovery. In his five years with the Delta Regional Authority, Masingill has made it his hallmark to develop strategic connections between the public, private, and philanthropic sectors to achieve economic and community development results on the local, state, and national levels while investing in the natural, economic, and human assets of Delta communities and the opportunities they create for the region. He has worked with the governors of the eight Delta states to leverage \$56 million in DRA investments into \$1.2 billion in total private and public sector investments in Delta communities. Overall, DRA investments are helping to create and retain 46,000 jobs and train nearly 29,000 workers. Masingill is recognized as an experienced economic developer who understands the needs of rural communities in the Delta and the important link between rural and urban communities.

Chris and his wife, Melissa, have two daughters, Mia and Ava, and live in Little Rock.



# Plenary and Keynote Speakers



**Doug O'Brien has served as the Senior Advisor for Rural Affairs for the White House Domestic Policy Council** since January 2015. Before that time and since March of 2009, O'Brien served in a number of leadership capacities at the U.S. Department of Agriculture, including as the Acting Under Secretary for the Rural Development Mission Area. At the White House, he helps lead the work of the White House Rural Council, which President Obama created in 2011 to encourage interagency cooperation, external partnership and improve the effectiveness of federal programs in rural areas. This work builds on O'Brien's leadership in rural community economic development that has focused on both emerging opportunities and in areas of greater need. Prior to serving in the Obama Administration, he worked for two State governors, the Senate Agricultural Committee, the U.S. House of Representatives, and in legal academia as a professor and author. O'Brien has degrees from Loras College in Dubuque, Iowa, the University of Iowa Law School, and a Masters in Law from the University of Arkansas. He was raised on a diversified farm in Iowa and has dedicated his career to food and rural policy.



**Jason Schubbach is the Director of Design Programs for the National Endowment for the Arts**, where he oversees all design and creative placemaking grantmaking and partnerships, including Our Town and Design Art Works grants, the Mayor's Institute on City Design, the Citizens' Institute on Rural Design, and the NEA's Federal agency collaborations. Previous to his current position, Jason served Governor Patrick of Massachusetts as the Creative Economy Director, tasked with growing creative and tech businesses in the state. He formerly was the Director of ArtistLink, a Ford Foundation funded initiative to stabilize and revitalize communities through the creation of affordable space and innovative environments for creatives. He has also worked for the Mayor of Chicago and New York City's Department of Cultural Affairs. He has written extensively on the role of arts and design in making better communities, and his writing has been featured as a *Best Idea of the Day* by the Aspen Institute.



**Teresa Kittridge is the Vice President and C.O.O. of the Rural Policy Research Institute (RUPRI)** and holds a M.A. in Organizational Leadership and a B.A. in Business Administration. Teresa's career has included executive level service in the private, public, and non-profit sectors, in addition she has also been elected to public office. For the first 20 years of her career she served as an elected Officer of the Minnesota House of Representatives. Following her work in the state legislature, she worked Washington DC and led National Policy Programs for RUPRI. In addition, she has over a decade of experience in building and leading National and International businesses in publishing as and Executive for Coughlan Companies and built and served as President of MNREM, the Minnesota Renewable Energy Marketplace. Teresa served in public office as school board director and board chair and is an active civic and community volunteer.

# NEXT GENERATION ADVISORS & STATE CO-CHAIRS

## NEXT GENERATION ADVISORS

**Kiley Arroyo** / Cultural Strategies Council, San Francisco, California

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THE FUTURE OF ARTS & CULTURE PLACEMAKING IN RURAL AMERICA

# Collaborating toward the future of our rural places.

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