



Still **TAKING IT
TO THE STREET**

**Kansas Downtown
Symposium**

**October 17 & 18
Emporia, Kansas**

Historic Granada Theatre and
Emporia State University Memorial Union



General Information

Conference Information (click to view)

Wednesday Agenda | Thursday Agenda | Speakers | Registration Form

Sponsors

Conference registration fees have been kept to a minimum through the generosity of the following sponsors and local hosts who help make this conference a success:

- Emporia Main Street
- City of Emporia
- Emporia Convention and Visitors Bureau
- Emporia State University
- Emporia Granada Theatre
- Emporia Arts Council
- Piper Jaffray
- BG Consultants
- Kansas Small Business Development Center
- Kansas Department of Commerce

Conference Parking

Parking for the conference on Wednesday and Thursday is located in the large free parking lot in the 700 block of Merchant. Additional parking exists in the lot located in the 700 block of Mechanic. On-street parking is limited to two hours and should remain open for the customers of businesses in that area. Parking for the awards banquet is located on the campus of Emporia State University east of the Memorial Union, 1331 Market St.

Registration Deadlines

Registrations will be accepted through **Friday, October 12**. No refunds will be given after October 12.

Registration Options

Full Conference Registration - \$115

Full conference registration includes all educational sessions, handouts, breaks and the awards dinner.

One-Day Registration - (Thursday with banquet, \$85 OR Single day without dinner, \$50)

One-day registration includes that day's educational sessions and breaks only.

Thursday Awards Banquet Only - \$40

Registering for the Awards Banquet includes the reception and banquet at Webb Lecture Hall

Wednesday Night Social (Real Men Can Cook) - \$8

Payment Options

Check or Paypal

Hotel Information

A block of rooms is available at the following hotels. Please ask for Kansas Main Street when booking.

Comfort Inn

2836 W. 18th Ave., Emporia, KS
(620) 342-9700
\$69.99 per night

Fairfield Inn

2930 Eaglecrest Drive, Emporia, KS
(620) 342-4445
\$79 per night

Participants With Disabilities

If you are in need of special accommodations, submit your request at least five business days in advance of the event. Please allow 10 business days for a sign language interpreter.

Questions

For questions, contact Casey Woods at (620) 340-6430 or main.street@emporia-kansas.gov.

Agenda

WEDNESDAY, OCTOBER 17

8:30 a.m. **Registration Opens**

Location: Granada Theatre, 807 Commercial St

9 – 10 a.m. **Meet and Greet with Conference Sponsors**

Spend some time visiting with service providers that have the ability to impact your community. Learn how to connect your projects with their technical assistance and products.

10 a.m. **Opening Ceremony: Welcome and Conference Kick-off**

10:30 a.m. **Incubation, CoWork, PopUps and Playgrounds:
The Next Generation of Entrepreneurial Downtowns**

Presented by: Maureen Collins-Williams, Director of Entrepreneurship Outreach at the University of Northern Iowa

With 25 percent of U.S. residents projected to be self-employed by 2025, the way we interact with our downtowns is rapidly changing. Who are these people and how do we position downtown to be central to their needs in the coming years? We'll look at emerging trends in entrepreneurial development and showcase some best practices in entrepreneurial programs and resources, many of which have emerged in downtown districts.

12 – 1:30 p.m. **Lunch on your own**

1:30 – 4:30 p.m. **Keynote: I Know I Can Do It – I Just Don't Know What It Is**

Presented by: Maureen Collins-Williams, Director of Entrepreneurship Outreach at the University of Northern Iowa

Kansas residents will start an average of 40,000 new businesses each year, every year, over the next decade. We know these businesses will need four critical resources to survive: capital, technical assistance, networks and a supportive community. This session will look at how your downtown organization can lead the creation of an entrepreneurship ecosystem made up of these critical resources - then explore what kind of business you would open, buy or earn if you took the leap. You know you can do it - but do you know what it is? Come explore your options and learn how to make those critical decisions about when, how and what kind of business to operate.

4:30 p.m. **Break**

4:45 – 5:30 p.m. **Where Do We Go From Here?**

Presented by: Todd Barman, National Trust Main Street Center

5:30 p.m. **Break**

Take a little time to check in, shop or relax before we gather for the evening event sponsored by Emporia Main Street.

6 p.m. **Emporia Main Street Social!**

Location: 6th Ave & Constitution St

Join the community of Emporia for great food, music and a tour of a reused historic building. "Real Men Can Cook" is a Kiwanis activity moving downtown to the Lowther South Building, a former school recently converted into a Humanitarian Center, and the Downtown Campus for Flint Hills Technical College. Several "Real Men" from the Emporia area will show off their cooking skills in a special fundraising activity. A local all-female band, "The Skirts," will showcase their modern take on bluegrass music as they provide musical entertainment for the evening. Tours will be provided of the Lowther South complex as part of the festivities. The Real Men Can Cook event will run from 6-7:30 p.m. and the overall social event will run from 6-9 p.m.

THURSDAY, OCTOBER 18

8 a.m. **Registration Opens/Continental Breakfast served**

Location: Granada Theatre, 807 Commercial St

8:30 – 10:30 a.m. **Relationship Main Street: How to Transform a Business District of Individuals into a Cohesive Team of Downtown Successes**

Presented by: Jon Schallert, The Schallert Group, Inc.

Jon Schallert has consulted in over 500 downtown communities throughout North America. He's consulted with independent business owners for over 27 years. In this session, you'll learn Jon's relationship building techniques that have allowed him to walk into literally thousands of independent business owners' stores, restaurants and offices and in minutes, make suggestions that they readily implement.

You'll learn Jon's process to communicate with any type of business owner, and how his techniques can be learned by anyone to get entrepreneurs with differing opinions to join together to reach a successful goal. You'll also learn his secrets to taking a business that's happy with the status quo and get them to change. This will be the first time Jon has presented this session to any Main Street Program. You can also expect that Jon will talk about successful cross-promotion techniques, how to obliterate inactivity and how to incorporate his Destination Business strategies into making your downtown a destination.

10:30 a.m. **Break**

10:45 – 11:30 a.m. **Creating a Destination Downtown with Destination University®**

Presented by: Jon Schallert, The Schallert Group, Inc.

What if you had a resource that was readily available to you that kept you up-to-date on the newest business improvement techniques and that every business owner in your district could access and afford? Here's good news: You do! In this 30-minute session, Jon Schallert will introduce the newest evolution of his company's online training network, Destination University®. Destination University® has come a long way from its launch in 2005 when the Kansas Main Street Program first introduced it to many of your downtowns. Do you have a business question about storefront design, improving customer service, using Pinterest or creating an online Facebook contest? These answers and hundreds more are all in Destination University, with its 40+ business authors and experts and nearly 100 online webinars. Finally, you'll learn why communities nationwide are accessing Destination University® every day to build more successful business districts and how you can tap this network for your downtown's success.

11:30 – 1:00 p.m.

Lunch on your own

1:00 – 2:30 p.m.

Design for the Space Between Your Buildings

Presented by: Todd Barman, National Trust Main Street Center

For most communities, the lion's share of the design attention and resources are devoted to their district's historic buildings. However, the space between those buildings also has history, and the quality of that space is arguably as important to the commercial health of the district as those buildings. Hear a Main Street landscape architect's take on streets, sidewalks, street trees, street furniture, parking lots, pocket parks, public signage and more.

2:30 – 3:15 p.m.

Downtown Housing

Presented by: Steve Bowling, AMAI Architecture

This session will focus on housing opportunities in downtown – ranging from funding to design to zoning. Model projects will be reviewed from large multi-family developments to single-family home (condo) options. Code issues surrounding upper story development and why the life safety or accessible codes exist will also be discussed. From a design perspective, there will be discussion about the elements of designing with an urban or historic context.

3:15 p.m.

Break

3:30 – 4:15 p.m.

Power of Vision

Presented by: Dr. Michael Shonrock, President of Emporia State University

Community leadership together with knowledge and skills, volunteering, networks and partnerships have been identified as among the five key indicators for stronger communities and civil society. Effective community leadership is increasingly recognized as an important contributor to local social development. The leadership approach is based on a premise that individual development enhances community capacity.

4:15 p.m.

Break

5 – 6 p.m.

Reception

Location: Emporia State University, Webb Lecture Hall, 1331 Market St

6 p.m.

Kansas Main Street Awards of Excellence Banquet

Location: Emporia State University, Webb Lecture Hall, 1331 Market St

Featured Speakers

Maureen Collins-Williams

Director of Entrepreneurship Outreach, University of Northern Iowa (UNI)

A native of the Midwest, Maureen entered the economic development field in 1990 and is a Certified Downtown Manager and trainer. Since coming to UNI in 1997 she has served in a number of capacities. She launched two of UNI's three business incubation programs; a service technology business incubator located in downtown Waterloo and the Innovation Incubator on the UNI campus. In 2003, she founded MyEntre.Net, one of the country's first entrepreneurship support systems, coupled with an online social community, which today connects and serves more than 11,000 Iowa entrepreneurs with their peers, capital and technical assistance. MyEntre.Net was the University Economic Development Association's 2008 national economic development award recipient.

Maureen is an accomplished speaker and author. She has published multiple white papers, manuals and curricula associated with entrepreneurship and speaks regularly in the state and across the country. She consults with communities and economic development organizations on topics associated with business incubation and entrepreneurship development.

Jon Schallert

President, The Schallert Group, Inc.

Jon Schallert is an internationally recognized speaker and business expert specializing in teaching businesses and communities how to turn themselves into Consumer Destinations. He speaks to thousands annually on his proprietary 14-step "Destination Business" process, which he developed over the course of nearly 30 years of working with independent business owners. His Destination Business strategy has been used extensively by cities, towns, downtowns, shopping centers, retail chains, franchises and independent entrepreneurs and owners. This strategy has the advantage of pulling a greater number of consumers to a business, from a greater geographic distance, causing increases in sales and profits, while improving the marketplace where the business resides.

Jon's insights are frequently seen in national publications such as The Wall Street Journal, The Washington Post and Entrepreneur Magazine. He is the only consultant in the world to receive the "Top Motivator" Marketing Award from Potentials Magazine. He is a member of the National Speakers Association, the International Downtown Association and the National Main Street Network.

Todd Barman

Program Officer, National Trust Main Street Center

Todd Barman has served as a Program Officer for the National Trust Main Street Center since 2006, and has more than 15 years firsthand Main Street experience and 20 years of experience in the development field. With a background in landscape design and urban planning, Todd provides comprehensive downtown revitalization technical assistance to communities across the United States and into Canada. He is a leader at the Center in the areas of design and economic restructuring and ways in which they overlap. He served as the Assistant State Coordinator for the Wisconsin Main Street Program from 1999 until 2006. Prior to that, he spent three years as the Manager for the Darlington (Wisconsin) Main Street Program. During that time, he provided design assistance for façade and sign improvements to over 24 Darlington business and building owners. Before finding Main Street, Todd was a consultant with 20/20 Foresight, where he specialized in accurate and realistic computerized visual simulations of design proposals. He holds a master's and bachelor's degree in landscape architecture from the University of Wisconsin-Madison.

REGISTRATION FORM

KANSAS DOWNTOWN SYMPOSIUM

Step 1 Fill out the following information

First Name: _____

Last Name: _____

Title: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Work Phone: _____

Fax: _____

E-mail: _____

Step 2 Make your selections and make your payment

FULL CONFERENCE
Vegetarian Meal: Yes No

Number Attending: _____ @ \$115 = _____

ITEMIZED OPTIONS

Thursday Only (with banquet)

Number Attending: _____ @ \$85 = _____

Single Day (no dinner)
Select one: Wed. Thurs.

Number Attending: _____ @ \$50 = _____

Wednesday Social (Real Men Can Cook)

Number Attending: _____ @ \$8 = _____

Thursday Awards Banquet

Number Attending: _____ @ \$40 = _____

TOTAL DUE: _____

[Click here to pay your total due with Paypal](#)

OR Mail a check to the address below.

Step 3 Submit this form

Save this form and email to:
main.street@emporia-kansas.gov

OR

Print this form and mail to:
Emporia Main Street
12 East 5th Ave
Emporia, KS 66801