

## **Creating Connections for Economic Success**

A Project 20/20 Leadership Meeting

September 26, 2012

Burnham Brook, 7:30 a.m.



### **Welcome and Opening Comments**

Talia Champlin opened the meeting with introductions and an overview of the meeting agenda. The theme for the meeting was “Creating Connections for Economic Success”. Talia reminded attendees that Project 20/20 facilitates these important conversations among leaders and community members to move Battle Creek toward excellence. Talia then introduced Dr. Preston Hicks.

### **Presentations by Dr. Preston Hicks, Esther Owen and Vince Pavone**

Dr. Preston Hicks from the Global Food Protection Institute gave an overview of the Global Food Protection Institute (GFPI). Foodborne illness incidences are increasing exponentially. The agricultural sector is expected to grow aggressively which equates to a demand for increased food safety workforce capacity. Battle Creek has an opportunity to build workforce capacity. It’s going to take public and private partnerships (and connections) to tie education and training in real-time to employment opportunities. The integration of food safety training and education into our community (at all education levels) will increase our local talent supply chain.

Esther Owen explained her role as a leasing agent (Heritage Leasing & Property Management) in the community. Esther’s business is about connecting people to properties in Battle Creek. She explained the value of connections not only in her professional life but also in her personal life as well. Many times new people come into Battle Creek and are excited about what the community has to offer. However, we (people in the community) don’t seem to see the great things here. We need to have a positive mindset and embrace our assets. Each one of us can create the buzz.

Vince Pavone from Lakeview Ford Lincoln shared the story of his journey to Battle Creek. He came to Battle Creek for the opportunity. He researched the community (steady population, good economic base, unemployment rates better than other areas) and decided to invest here. The community has many successes but we don’t recognize them like we should. In the correct frame of reference, we’ll see and realize our success. Vince believes it is important to be connected to the community. He is vested in Battle Creek’s success. Giving back to the community is important. It helps to create those connections.

### **Group Discussion and Input**

Following the presentations, members were asked to participate in a small group discussion. The following two questions were posed: 1) What are your areas of expertise? and 2) What connections do you need to boost your/your organization’s economic success?

Both questions were discussed within each group. An individual from each table shared their group’s areas of expertise and connections needed. Member’s skills and connections needed are listed below.

### **Personal Commitment & Closing Comments**

Members were asked to commit to making at least one new connection (from the meeting or in the community) before our next meeting. The connections should be more than simply exchanging a business card. Members were invited to share those connections on our Facebook page and with others.

Members were encouraged to attend the upcoming Project 20/20 Community Forum on October 24, 2012 from 6:30 – 8:00 p.m. at Burnham Brook Community Center. The topic will be economic sustainability. More information will be provided soon. Also, the 2012 meeting schedule is available at [www.bcproject2020.com](http://www.bcproject2020.com).

Members were asked to complete a survey, make a donation, become a fan of Project 20/20 on Facebook or follow our tweets, visit the Project 20/20 website at [www.bcproject2020.com](http://www.bcproject2020.com) and invite others to join us.

| <b>First Name</b> | <b>Last Name</b> | <b>Skills</b>   | <b>Needs</b>   |
|-------------------|------------------|---|--|
| Nelson            | Karre            | Lawyer/connects people to problem solve   |  |
| Chuck             | Cherny           | Commercial real estate consulting and appraisal   |  |
| Pete              | Christ           | Education at the community level/community development and collaboration (selling that)                                 |  |
| Sara              | Dorn             | Business reporter   |  |
| David             | Nielsen          | Retired teacher/opportunities for young children  |  |
|                   |                  | network outside of BC/don't separate business, economic success and education....they're one conversation/collaboration |  |
| Bud               | Dunn             | (Beer distributor) sales, distribution, marketing   | Technology (software and hardware), nationwide connection with beer, wine and craft brewing, delivery system logistics     |
| Beth              | St. John         | (Community resources, librarian, United Way) organization research, info resources, education                           | Access to tech, community connections to low income populations, marketing of services, increased education about programs |
| Kathleen          | Moore            | (Early childhood) Education, parenting, big picture thinking  | Get word out to parents that could use services, inkind services (play groups, diaper drives promoted)                     |
| Mark              | Hanlin           | (Financial planner) Comprehensive financial planning  | Find people that need estate planning and legacy planning  |

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| Randy   | Case     | (Architect) Design buildings, adaptive reuse existing buildings, space needs analysis, bldg assesment, use of historic tax credits   | Find people: 1) who need new location & building, 2) who need to make better use of existing space or upgrade, 3) who want to rehab historic bldgs and use tax credits and 4) looking to expand their business who need help deciding how much space is needed and where to look for it. Tenants that need downtown space. |
| Chris   | Cooley   | Herbalife Independent Distributor, 18 years of helping people achieve wellness goals, Energy Nook (nutrition club in Downtown BC), weight loss, nutrition, fitness                 | Professionals who are looking for more in wellness and income  |
| Greg    | Hainline | Melaleuca (health and wellness products), Art Van - 11 years experience  | People looking for furniture/mattresses and healthy/safe products for home and for personal use  |
| Ken     | Campbell | Website design   | New clients who need help with existing websites or need a new website   |
| Helen   | Guzzo    | Nonprofit experience   | Part-time employment, looking to be part of the solution, community involvement  |
| Mark    | Jones    | Sage payments (credit card, mobile payment systems, etc.), Chairman of NPC #4  | Small businesses, helping to improve neighborhoods   |
| Mary    | Conklin  | Janitorial skills, also works with multiple community organizations  | Continued feeling of value in the work she is doing  |
| Doug    | White    | Guns, hunter safety, Cub Scouts, youth organizations, "conservation"   | Additional community/youth oriented orgs to be involved with   |
| Shirley | Carr     | People skills, organizing and planning, detail oriented  | More connections and ideas to get the homeless health fair off the ground  |
| Chris   | Sargent  | Convene and facilitate people and organizations to address community issues and create strategies and solutions  | More and different connections to join our work and effort   |
| Ryan    | Leonard  | Real estate/working with people in recovery from drug & alcohol addiction  | Home buyers! General community connections   |
| Tim     | White    | Industrial, manufacturing, safety, environment, real estate, career exploration, re-inventing, learning, perspective, bigger picture thinking, project management, "walk the talk" |  |

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| Linda    | Linke         | Programming and program development, accomodations, adaptation of homes/workplace/community, nonprofit admin and fund development, soul for all, follow through, driver/champion, make it happen attitude   |                      |
| Steve    | Youngblood    | Willingness and interest in making new connections, programming, humor, dedication, sensitivity training  |                      |
| Michelle | Frank         | Recruiting, executive search, marketing, communications, child abuse prevention, arts, literacy creativity, volunteerism, philanthropy, connector, water quality issues   |                      |
| Mary Ann | Taylor        | Tax attorney, nonprofit law, compassionate, super knowledgeable, fun, intelligent   |                      |
| Kelly    | Boles-Chapman | Horseback riding expert, philanthropy, community development, community building  |                      |
| Esther   | Owen          | Connecting high quality tenants with high-end leased properties   | Needs HR connections |
| Vince    | Pavone        | Transportation needs for community members, help nonprofits purchase vehicles (Freedom Motors, North Pointe Woods), getting people comfortable coming "on the lot", Brings marketing resources to bear for strategic partners, bring products to the customer, customers services |                      |
| Ken      | Tsuchiyama    | Comfortable talking to anybody, broad understanding of the community - to help others an understanding of the importance of relationships, transform an organization to focus outward to the community  |                      |
| Marcia   | Starkey       | Can raise money, making relationships between people who want to help - volunteerin, advocating, giving; see beyond raising money to connecting people to their passions  |                      |

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| Talia   | Champlin | Tours, giving Battle Creek a chance  |   |
| Monika  | Trahe    | Nonprofit, grants, fund development, listening, relationship building  | Listed needs as a group<br>More connections overall, regional connections, marketing connections, customer connections, food safety connections, convening the players/stakeholders, social media connections, face-to-face connections, private investors, cross sector connections, economic development connecting, business in BC and outside increases |
| Karl    | Dehn     | Economic development, organizational leadership, community development, business development, helping people build connections to other people for connections | Listed needs as a group – same as above   |
| Preston | Hicks    | Research, evaluation, assessment, strategic planning, diversity, listening   | Listed needs as a group – same as above   |
| Sara    | Wallace  | Nonprofit, servant leadership, communication   | Listed needs as a group – same as above   |
| Jim     | Haadsma  | Problem solve, listen, advocate, transition skills as needed, writing, media   | Listed needs as a group – same as above   |