

Build An Awesome Revitalization Team

OREGON MAIN STREET CONFERENCE

October 7-9, 2015



OREGON
MAIN STREET



THE DALLES
MAIN STREET



HISTORY

Welcome to the 2015 Oregon Main Street Conference!

Oregon Main Street is proud to host this year's conference in The Dalles. We would like to thank our wonderful co-host, The Dalles Main Street, for the time and effort spent over the past year to ensure the conference will be the best yet.

This year's conference theme, "Build an Awesome Revitalization Team," recognizes the many partners it takes for a successful revitalization effort. We hope the conference will inspire and enable Main Street leaders to bring together diverse partners to build strong organizations and take action to support business development and entrepreneurship while leveraging historic assets to create dynamic downtowns.

The conference format includes multiple opportunities to learn from each other through a comprehensive lineup of education sessions. From sessions on learning how to create a compelling story about your revitalization efforts to attracting and retaining the creative class; rethinking retail space to learning the do's and don'ts of historic rehabilitation; and tours that take you off the beaten path, we have you covered on how to take your Main Street to the next level.

The Dalles is the perfect community to host the conference. It is one of Oregon's most historic cities and was known earlier in its history as the town at the

end of the Oregon Trail. Downtown is a designated National Historic District and features many fantastic architectural treasures – many of which will serve as venues for the conference. Now undergoing a revival, downtown The Dalles is home to many unique stores and dining experiences.

We hope you enjoy the conference and go home inspired and revitalized!



Oregon Main Street Conference - The Dalles

Schedule-At-A-Glance

Wednesday, October 7

9 a.m.	Main Street Boot Camp IOOF BUILDING 421 1/2 East 2nd Street	Saving Oregon's Historic Theaters CIVIC AUDITORIUM (CA) THEATER 323 East 4th Street
1:30 - 3 p.m.	Registration - CA	
3 p.m.	Keynote/Awards - OLD ST. PETERS LANDMARK, 405 Lincoln Street	
5:30 p.m.	Opening Reception - Hosted by TDAC in partnership with The Dalles Main Street - THE DALLES ART CENTER, 220 East 4th Street	
6:30 p.m.	Dinner on your own in Downtown The Dalles	

Thursday, October 8

8 a.m. - 5 p.m.	Registration - CA			
8:30 a.m.	Rethinking Retail Space - CA COMMUNITY ROOM	Creating your Downtown Marketing Strategy - CA FIRESIDE ROOM	Through the Eyes of an Entrepreneur: Attracting and Retaining the Creative Class - IOOF BUILDING	
10:00 a.m.	Refreshments - CA			
10:30 a.m.	Walking Tour: Downtown Revitalization Successes	Developer for a Day! - CA COMMUNITY ROOM	Words that Wow: Exciting and Engaging Ways to Talk About Your Work - CA FIRESIDE ROOM	Street Fairs for Community and Profit - IOOF BUILDING
Noon	Lunch on your own in Downtown The Dalles			
1:30 p.m.	Walking Tour: History of Downtown The Dalles	The Rest of the Story: You've Done Branding, Now What? - CA COMMUNITY ROOM	Inspiring Action Through Stories - CA FIRESIDE ROOM	Building Talk with Mick and Nick - IOOF BUILDING
3:00 p.m.	Refreshments - CA			
3:30 p.m.	Bus Tour: Tour the Dalles in Style	Enlivening Main Streets Through Arts and Cultural Strategies - CA COMMUNITY ROOM	From Zero to Hero: A Main Street Manager's Story - CA FIRESIDE ROOM	Three Easy Steps to Better Committee Meetings - IOOF BUILDING



Oregon Main Street Conference - The Dalles

Schedule-At-A-Glance

5:30 p.m. **Social Mixer** - Hosted by The Dalles Main Street and Sponsored by Mid-Columbia Medical Center - SUNSHINE MILL, 901 East 2nd Street

Friday, October 9

8:00 a.m. **Registration** - CA

8:30 a.m.	Refresh and Repeat: 10 Secrets to Keep Your Store Exciting - CA COMMUNITY ROOM	Top 10 Things You Can Do to Help Local Businesses - CA FIRESIDE ROOM	Balance Your Budget with a Matrix Map – Part I - IOOF BUILDING
-----------	--	--	--

10:00 a.m. **Refreshments** - CA

10:30 a.m.	BIDs in Oregon and Washington: Lessons from the Trenches - CA COMMUNITY ROOM	Creating Economic Vitality: Organizing for Success! - CA FIRESIDE ROOM	Balance Your Budget with a Matrix Map – Part II - IOOF BUILDING
------------	--	--	---

OCTOBER 7

Pre-Conference Workshops

9:00 a.m. – Noon

Main Street Boot Camp IOOF Building

Speakers: Alana Garner, ADHDA; Mike Gushard, OPRD; Kelly Haverkate, DCDA; Saira Siddiqui, HHDA

As a comprehensive economic development tool, the Main Street Four-Point Approach is the foundation for local communities to revitalize their historic downtowns and commercial districts by leveraging their local assets – from cultural and architectural heritage to local entrepreneurs and community pride. The four points of Main Street work together to build a sustainable and complete community revitalization effort. Spend the morning with Main Street practitioners and gain in-depth understanding of the program. You will leave energized and ready to revitalize YOUR Main Street!



Oregon Main Street Conference - The Dalles

Saving Oregon's Historic Theaters Civic Auditorium Theater

Moderator: Erik Andersson, Pacific Power Company; Peggy Moretti, Restore Oregon; Bob Parker, UO Community Service Center; Tim Williams, Oregon Film

Traditionally the local movie or opera house was one of the social anchors for historic downtowns – a function many still perform today. This workshop is designed to engage owners, operators, and lovers of historic theaters in a conversation about the challenges and opportunities of operating and maintaining these community treasures. We will be highlighting the recent report based on research, surveys, and interviews conducted by the U of O Community Service Center. Building on the recommendations from the report, we want to engage attendees in a discussion about forming a broader network of historic theaters. In addition we will share tips and strategies on marketing opportunities, developing and executing a successful restoration plan, and funding opportunities.

The I.O.O.F.



Incorporated in 1868, the I.O.O.F. secured its first permanent home in a wood-frame building in 1889. After losing the building to the fire of 1891, the organization sold the property, purchased another parcel of land and completed construction of a new building for \$18,000 in 1905. Early users of the building included the U. S.

Post Office, J. C. Brill's Dry Goods, and Willerton and Johnson Grocers. On August 29, 1914, fire completely destroyed the building. Rebuilding started immediately, and the new building was completed in the spring of 1915. The new two-story brick building with ornate decorative detail was one of the anchor structures in the downtown. That is why the cornerstone is dated 1904, but the hall was rebuilt in 1915.

The Dalles Civic Auditorium

The 1921 Civic Auditorium serves as our conference headquarters and the location for registration, two breakout tracks, and refreshment breaks. Dedicated upon completion as a memorial to the local Veterans of World War I, during its heyday it served as the venue for local cultural, entertainment, ceremonial, social, and recreational events ranging from concerts and theatricals to high school graduation ceremonies.

Scheduled for destruction due to disuse, a group of concerned citizens saved the structure in 1991 and began work on restoring the building one room at a time. The last phase is restoring the Theatre. Today, the Civic stands as a dedication to all who have served our country.



Oregon Main Street Conference - The Dalles

OCTOBER 7

Welcome and Opening Session - Old St. Peter's Landmark

3:00 - 5:00 p.m.

Old St. Peter's Landmark provides a perfect backdrop for the Opening Plenary of this year's Main Street Conference. Built in 1897, and saved from demolition in 1971 this Gothic brick Landmark is owned by a non-profit.

*"Main Street - Right From the Start"*

Nationally known revitalization consultant Donovan Rypkema, principal of Place Economics, a Washington



Donovan Rypkema

D.C.-based real estate and economic development

consulting firm, will give the keynote, titled *"Main Street Right from the Start"*. No one knows Main Street communities better than Don. He has worked with the National Main Street Center since it was first established in 1980. His presentation will focus on the immeasurable impact

that Main Street has had on downtown revitalization approaches and the importance of historic preservation in economic development strategies.

Excellence in Downtown Revitalization Awards

The Excellence in Downtown Revitalization Awards showcases the people, projects, and activities that represent the great achievements in downtown revitalization efforts throughout Oregon.

THANK YOU TO OUR SPONSORS!

Mid-Columbia Medical Center

City of The Dalles

The Dalles Civic Auditorium

Port of The Dalles

St. Peter's Landmark

Independent Order of Odd Fellows (IOOF)

Sunshine Mill

The Dalles Art Center

The Dalles Area Chamber of Commerce

Oregon Main Street Conference - The Dalles

OCTOBER 7

Opening Reception - The Dalles Art Center

5:30 - 6:30 p.m.



Join us for the Opening Reception hosted by The Dalles Art Center (TDAC) in partnership with the Dalles Main Street Program. The TDAC is housed in the historic 1910 Carnegie Library. The building served as a library until 1966, and has received several updates over the years. The most substantial renovation work occurred downstairs with the creation of a large classroom, a storeroom area, and the installation of an elevator for handicapped access. The structure is now home to The Dalles Art Association, which is constantly changing to encourage community involvement to meet their mission of promoting a love and knowledge of the arts within The Dalles community.

One of many murals visitors see in downtown The Dalles.



Oregon Main Street Conference - The Dalles

OCTOBER 8

Breakout Sessions

8:30 - 10 a.m.

Rethinking Retail

Civic Auditorium Community Room

Speaker: Ben Muldrow, Arnett Muldrow and Associates

Downtowns across America have one thing in common: angry merchants. With the emergence of alternative ways to shop, it is time to rethink retail. This session will carry you through some of the newest technology to help local retailers, trends in recruiting the next downtown merchant, and design trends for new retail space in your downtown.

Creating Your Downtown Marketing Strategy

Civic Auditorium Fireside Room

Speaker: Kristi Trevarrow, Downtown Rochester Inc.

When you are thinking about more ways to attract visitors to your community, the answer always seems to be “add more events.” But is that really the best use of your dollars and time? This session will help you take inventory of your entire marketing effort and give you the tools to integrate public relations, promotions, press coverage, multiple social media platforms, and more for little or no impact on your budget. The result will be a comprehensive marketing strategy that will give your downtown brand awareness throughout the entire year.

Through the Eyes of an Entrepreneur: Attracting and Retaining the Creative Class in Your Community

IOOF Building

Speakers: Alexa Carey and Micheal Held, RDI

Attracting and retaining the creative class is one the most significant challenges rural communities face. We often hear about the importance of embracing youth, young leaders, and entrepreneurs into our culture of change but we fail to understand what this looks like and how to accomplish it. This panel of young, accomplished entrepreneurs engaged in rural communities and businesses will share their personal and professional stories of what it’s like to be Millennial Leaders within graying industries and communities. Session includes insights and strategies for retaining the creative class; how communities and organizations can cultivate environments that encourage young professional development; discussion of obstacles or barriers for developing and retaining young professionals; a glimpse into their vision for the future of communities and organizations; and audience questions and answers.

One of many murals located downtown at The Dalles.



Oregon Main Street Conference - The Dalles

OCTOBER 8

Breakout Sessions

10:30 - Noon

Developer for a Day!

Civic Auditorium Community Room

Speaker: Michele Reeves, Civilis Consultants

In this crash course on adaptive reuse, you are going to roll up your sleeves and take a 7,000 square foot building on a 40,000 square foot lot and envision how to turn it into a micro enterprise ecosystem serving low-income immigrant entrepreneurs. During the workshop, participants will be responsible for putting together a building program and project pro forma to make this vision a reality. Then, we will compare your plans with real life data that shows the implementation of this business incubator. Steeped in real world case studies, you will learn the basics of redevelopment that every jurisdiction needs to know to jump start their Main Streets!

Words That Wow: Exciting and Engaging Ways to Talk About Your Work

Civic Auditorium Fireside Room

Speaker: Ryan Schwartz, Full Focus Communications

You love what you do, but how do you share that excitement with others? In today’s world, saying less can often mean more and if you try to say it all you end up conveying nothing. In this workshop, you’ll practice creating and refining messages that describe your work and encourage others to get involved. You’ll learn from real world examples and get a chance to explore new language with your peers.

Street Fairs for Community and Profit

IOOF Building

Speaker: Bridget Bayer
Street fairs raise the visibility and awareness of a destination, as well as maximizing the long-term success of a main street. Learn how to provide leadership in your communities to help new groups start-up a street fair or for existing groups to learn how to make a street fair profitable. This fast-paced presentation focuses on key activities of Street Fair planning: outline and timeline development, in addition to overall event management. Attendees will learn the tips and tools to create enticing activities that will gain publicity. This session will also cover stakeholder and partnership building, sponsor or donor engagement and the use of low-cost resources.

Walking Tour*Downtown The Dalles Revitalization Successes*

Meet in The Dalles Civic Center Lobby
Join Main Street Executive Director Matthew Klebes for a tour highlighting many of the recent and upcoming projects that are reinvigorating downtown The Dalles. Stops along the tour will include the Granada Block / Rapoza Hilton Development; Ice House / Defiance Brewery; Craig’s Office Building / MCMC 2nd Floor Rehab Project; the Elks Building / National Neon Sign Museum; The Dalles Main Street Parklet; City of The Dalles Cruise Ship Dock; and many façade improvements.

Oregon Main Street Conference - The Dalles

OCTOBER 8

Breakout Sessions

1:30 - 3 p.m.

Building Talk with Mick and Nick
IOOF Building

Speakers: *Nicholas Vann, AIA, State Historical Architect, and Michael Houser, State Architectural Historian, Washington Department of Archeology and Historic Preservation*

Join us for this fun, light, interactive discussion about the architecture of Main Street and the dos and don'ts of historic rehabilitation. Michael will provide an overview of typical commercial Main Street buildings and how to identify the individual components that comprise their architectural integrity and significance. He will also provide resources for where to find historical data regarding an individual building through state, local, and private resources. Nicholas will both provide a clearinghouse of technical information regarding the treatment of historic materials as well as give an overview on attack plans. Participants are encouraged to bring their inquiries to Building Talk where they will find advice, tips, troubleshooting, and answers to all your building questions.

Inspiring Action Through Stories

Civic Auditorium Fireside Room

Speaker: *Ryan Schwartz, Full Focus Communications*

Everyone loves a story, but there's a special strategy for telling stories that inspire people to take actions such as donating or volunteering. This workshop will explore the science of stories and how they can influence people to

be more involved in your work. Participants will learn how to structure engaging stories, learn from real world examples, and practice creating a powerful story that will move people to take action. Everyone will leave the workshop with new ideas and tools to capture, create, and share inspiring stories.

The Rest of the Story: You've Done Branding, Now What?

Civic Auditorium Community Room

Speaker: *Ben Muldrow, Arnett Muldrow and Associates*

Many Communities hire fantastic creatives, spend big bucks and then get a new logo – without instructions on branding use. This session uses real examples of brands in action, how to get your arms around roll out strategies, brand extension, and earning brand equity to make your message mean something!



Oregon Main Street Conference - The Dalles

OCTOBER 8

Breakout Sessions

1:30 - 3 p.m.



Walking Tour

History of Downtown The Dalles

Meet in the Civic Auditorium Lobby

Join local historians and the *Fort Dalles Floozies* for a foray into the settlement of downtown The Dalles' colorful history. Follow in the footsteps of Native Americans, missionaries and soldiers, river boat captains and entrepreneurs, miners and canners, saloon keepers and ladies of negotiable affection, town's people and farmers in a narrated walking tour. Some of the sites include the White River Flour Mill, Skibbe Hotel, Nickelsen's Bookstore, Wing Hong Tai Building and The Dalles City Hall.



Oregon Main Street Conference - The Dalles

OCTOBER 8

Breakout Sessions

3:30 - 5 p.m.

Enlivening Main Streets Through Arts and Cultural Strategies

Civic Auditorium Community Room

Moderator: Brian Wagner, Oregon Arts Commission

Incorporating art into downtown can strengthen the economic base, bring vitality, and build community. In this session, participants will hear how communities are integrating art into the fabric of downtown as a key component of overall revitalization strategies and as a means to spark resident and visitor engagement. In the process, these communities are building constituencies, political will, and forming partnerships to support and sustain vibrant and livable downtowns.

From Zero to Hero: A Main Street Manager's Story

Civic Auditorium Fireside Room

Speaker: Kristi Trevarrow, Downtown Rochester Inc.

In the hierarchy of Main Street challenges, there's parking, store hours, and then working with business owners. Independent business owners are . . . independent, so how can you make them stop, listen, and actually participate? This session will help you establish value for your organization in your business community. Through a strong communications plan, active business retention activities, and innovative marketing approaches, you can go from zero to hero with local businesses.

3 Easy Steps to Better Committee Meetings
IOOF Building

Speaker: John Monroe, Greenleaf Partners
Have you ever walked away from a board meeting and wondered what was accomplished? In this interactive session, learn the top reasons why meetings don't work well and how to build an agenda to achieve the results you want. Participants will walk away with a fistful of handouts to help improve your board meetings!

Bus Tour*"Tour The Dalles in Style!"*

Meet in The Civic Auditorium Lobby
Never been to The Dalles before? Want to know what's happening on all fronts? Then this is your tour! Ride in an air conditioned 14 person van for a complete overview of The Dalles. This tour will bring you through downtown The Dalles, the Port of The Dalles, The Dalles Regional Airport, the Community Gorge Community College, Sorosis Park, and more. Along the way you will learn about recent developments such as Google, expansions and flex hanger space at the airport, downtown Neon Sign Museum, as well as enjoy magnificent views of everything The Dalles has to offer!"



OCTOBER 8

Social Mixer at Sunshine Mill

5:30 - 7 p.m.

The Mill has a long, colorful history. For more than 130 years, wheat was milled on this property and the flour used to make everyone's favorite cracker, the Cheez-It. Designated as the only skyscraper in The Dalles, it was also the first building to have electricity, powered by a Thomas Edison Motor that is still present in all its' glory, along with many other artifacts and treasures.

The Sunshine Mill is now home to Quenett and Copa Di Vino labels, both owned and operated by James and Molli Martin whose families have lived in The Dalles for seven generations. Quenett Winery released its first vintage in 2002 and burst onto the wine scene with its outstanding vintages of Sangiovese and Zinfandel.



The story and inspiration for Copa Di Vino, or "Wine by the Glass," takes us on a journey through Provence on a bullet train where the Martin's first saw the concept of ready to drink wine. They brought the idea to the states, cultivated a staff, created a production facility, experienced a few guest spots on ABC's TV show, "Shark Tank," and continued building the concept and brand throughout the country and internationally.



So, take a walk through the Grand Tasting Hall, peruse the room Under The Silos, and enjoy the outdoor Amphitheater and Boiler House Patio Bar – all rehabilitated and part of the on-going story of The Sunshine Mill Winery, and the Quenett and Copa Di Vino labels.

Meet at the amazing Sunshine Mill for fortuitous networking and refreshments hosted by The Dalles Main Street Program and sponsored by Mid-Columbia Medical Center, Sunshine Mill Winery and Copa di Vino.

OCTOBER 9

Breakout Sessions

8:30 - 10 a.m.



Refresh and Repeat: 10 Secrets to Keeping Your Store New and Exciting
Civic Auditorium Community Room
Speaker: Linda Cahan, Cahan and Co.
Blow the dust out of your store and give it fresh appeal – affordably. Learn 10 secret (and easy!) ways to create a new feeling in your existing space and keep customers coming back to see what’s new. Then, learn how to keep refreshing on an ongoing basis to make your store feel new all the time. It’s a “refresher course” you can’t miss.

Top 10 Things You Can Do to Help Local Businesses

Fireside Room
Speaker: Allison McKenzie, Grow Santiam

Successful Main Street businesses are key to revitalizing our downtowns. These businesses give our communities their unique flavor and help us build a strong identity. In this session, we will explore opportunities for helping your existing businesses thrive, and giving new or relocating businesses a leg up when they open downtown. Many of these strategies won’t cost you a penny.

Workshop

Boost Program Impact With A Matrix Map, Part 1

IOOF Building

Speaker: John Monroe, Greenleaf Partners

How do you organize for success? Using a Matrix Map, Main Street directors and board members can hone in on critical strategic choices and face them head on: should we cut, maintain, or increase personnel and financial investment in our major events and programs? In this session, participants will learn how to use a Matrix Map by actually creating one. Participants will plot relative program impact and cash flow using a lively Main Street scenario. They will then confront tough choices – both those revealed in the scenario and those raised by the audience based on reality back home. Please Note: This is a 3 hour workshop format.



OCTOBER 9

Breakout Sessions

10:30 - Noon

BIDs in Oregon and Washington:

Lessons from the Trenches

Civic Auditorium Community Room

Speaker: Brian Scott, BDS

Business Improvement Districts (BID) provide a litany of benefits, ranging from increased foot traffic and cleaner streets to safer neighborhoods and higher property values. Yet, successfully passing a BID with an informed and supportive ratepayer base is not always easy. Misinformation and last-minute rebuttals can compromise the prospect of a new BID. Brian Scott understands these challenges well and has worked to pass dozens of BIDs since Oregon enacted enabling legislation 30 years ago. In this session, Brian will share lessons relating to program design, budget development, and assessment formulas. Perhaps most importantly, he will explain how to build support among ratepayers and manage opposition. Key themes will include early engagement, peer-to-peer outreach, and documentation in order to minimize misinformation and strengthen rumor control. Brian helped pass six BIDs in Oregon and Washington since 2009, and has seven more currently underway.

Creating Economic Vitality: Organizing For Success

Civic Auditorium Fireside Room

Moderator: Davide Wade, RDI

Speakers: Shawn Irvine, City of Independence; Ted Romas, Myrtle Creek-Tri City Area Chamber of Commerce

So many issues and ideas, so little time!

What can you do to start working on economic development in your community? Hear from RDI and a panel of rural success stories about ways you can make a difference in your community. Whether you use an Economic Vitality Summit as a springboard, utilize an RDI Economic Vitality Roadmap, or join RDI’s NEW Rural Economic Vitality (REV) Network, learn about approaches for moving forward no matter where you begin.

Workshop

Boost Program Impact With A Matrix Map, Part 2

IOOF Building

Speaker: John Monroe, Greenleaf Partners

How do you organize for success? Using a Matrix Map, Main Street directors and board members can hone in on critical strategic choices and face them head on: should we cut, maintain, or increase personnel and financial investment in our major events and programs? In this session, participants will learn how to use a Matrix Map by actually creating one. Participants will plot relative program impact and cash flow using a lively Main Street scenario. They will then confront tough choices – both those revealed in the scenario and those raised by the audience based on reality back home.

Conference adjourns

See you in 2017!

SPEAKER BIOS AND CONTACT INFORMATION

Erik AnderssonEmail: erik.andersson@pacificcorp.comWebsite: pacificcorp.com

Erik Andersson is the Economic Development Manager for Pacific Power. In his 25-year career in economic development, Erik has worked in both the private and public sectors, on local, state, and regional levels. Prior to coming to Pacific Power in 2009, Erik was the Willamette Valley regional coordinator for the Governor's Economic Revitalization Team. He has a BS degree in Agricultural Economics from Cornell University and an MBA from McGill University in Montreal, Quebec. He sits on the boards of the Oregon Infrastructure Finance Authority, Clatsop Economic Development Resources, Rural Development Initiatives, SEDCOR, Columbia Corridor Association, and Portland's Hollywood Theatre. He is a former president of the Oregon Economic Development Association and was awarded Economic Developer of the Year by that organization in 2014. Erik practiced economic development on the local level in Port Townsend, WA, where he also volunteered for the Port Townsend Main Street Program.

Session: *Saving Oregon's Historic Theaters*

Bridget BayerEmail: bridgetbayer@me.com

One of the founders and hands-on organizer of the wildly successful Mississippi Street Fair, Bridget Bayer, is bringing her considerable community-building skills and experience to a wider audience by authoring a new book on the topic. Her first book, *Street Fairs for Community and Profit* focuses on how to strengthen a community and profit by it through effective planning and executing sensational street fairs. She has most recently managed the Parkrose Neighborhood Prosperity Initiative, a city of Portland-funded effort to strengthen a distressed neighborhood and businesses. Bayer has worked with main street associations and chamber of commerce's in Portland, Tigard and Vancouver as well as business district associations all over the Metro region. She has served as an advisor and instructor for Portland Community College's Small Business Development Center, had her own small business mediation firm, and held positions in conflict management and grassroots organizing. Bayer's company, BAM (Business Association Management) is dedicated to helping businesses and neighborhood groups build community through events. She specializes in communication and coalition building, recognizing that listening to and engaging others is paramount for successful community development.

Session: *Street Fairs for Community and Profit*

SPEAKER BIOS AND CONTACT INFORMATION

Linda CahanEmail: lindacahan@gmail.comWebsite: lindacahan.com

Linda Cahan is an internationally recognized expert in visual merchandising with over 35 years of marketplace experience. Linda's breadth of experience is in all segments of retail working as a visual merchandising and store design consultant with hundreds of independent retailers as well as retail corporations. She has been featured on MSNBC's show "Your Business" in a show about the importance of window displays and was the Design Committee chair for the Historic Willamette Main Street group in West Linn for six years. Linda gives seminars on a wide variety of retail topics nationally and internationally, is a member of the National Speakers Association and writes columns for several B-to-B retail magazines. She is the author of: "100 Displays Under \$100", "Feng Shui for Retailers", "A Practical Guide to Visual Merchandising" as well as eight custom corporate visual standards manuals for major corporations in the USA and South America: including American Express, Singer, Saks Fifth Avenue, United Rentals, and Lancôme Cosmetics. Currently, Linda shares her visual merchandising expertise part-time with students at The Art Institute of Portland.

Session: *Refresh and Repeat: 10 Secrets to Keeping Your Store New and Exciting*

Alana GarnerEmail: alana@astoriadowntown.comWebsite: astoriadowntown.com

Alana Garner is the executive director of the Astoria Downtown Historic District Association – a Performing Main Street level community. Under her tenure, the program has received numerous Excellent in Downtown Revitalization awards. Prior to her current position, Alana served two years as a RARE AmeriCorps participant acting as the Main Street Program Coordinator for La Grande. She was born and raised in southeastern Virginia, and received her BA in Urban Policy and Planning from Virginia Tech in 2009. As a student, Alana was part of the university's Urban Affairs and Planning Student Association. Her enthusiasm for urban planning and community development stems from her passion for renovation and restoration through economic revitalization. In her spare time, Alana continues to enjoy getting further acquainted with Oregon.

Session: *Main Street Boot Camp*

SPEAKER BIOS AND CONTACT INFORMATION

Mike GushardEmail: mike.gushard@oregon.govWebsite: oregon.gov/oprd/HCD

Mike Gushard is the Heritage Outreach Specialist at Oregon Heritage. In this role he staffs the Oregon Historic Trails Advisory Council; manages scholarships and grant programs; and coordinates MentorCorps, a program that provides free professional mentors for organizations that manage archives and museum collections. He has also assists with the Oregon Main Street program by helping downtown revitalization nonprofits with goal setting and design advice. Before joining Oregon Heritage, Mike was Deputy Director of the Hawaii State Historic Preservation Division where he managed all staff and programs related to above ground historic resources in the state. He is on the board of Know Your City, a Portland based non-profit that uses art, tours and place-making projects to empower people and educate them about the social history of their communities. He is also on the board of the Recent Past Preservation Network where he is forming a grant to assist with advocacy for America's significant but under-appreciate properties. While in Hawaii he Co-Founded and served as president of DoCoMoMo Hawaii, a non-profit dedicated to the preservation and documentation of modern architecture in the Pacific islands. He is currently working on an online database of oral histories, photos, plans and other archival material related to modernism in the Hawaii for that organization.

Session: *Main Street Boot Camp***Kelly Haverkate**Email: kellyjhaverkate@gmail.comWebsite: daytonoregon.org

Kelly Haverkate is the volunteer Main Street Manager for Dayton as part of Oregon Main Street's "Transforming Downtown" program. Along with the help of the Dayton Community Development Association Board of Directors and many volunteers, she is actively working on revitalization and economic development in downtown Dayton. Kelly brings to her position 15 years of serving Dayton on the Planning Commission, City Council, the Historic Landmarks Committee, and as a community volunteer. Currently she is a property manager for multiple properties in the downtown area, working on development of new properties and rehabilitation of historic properties. Her "day jobs" include owning a tax preparation business in the winter and flying hot air balloons during the summer.

Session: *Main Street Boot Camp*

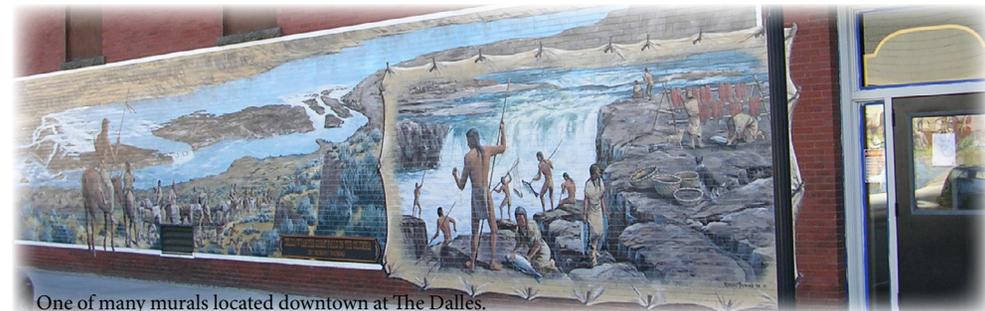
SPEAKER BIOS AND CONTACT INFORMATION

Michael HeldEmail: mheld@rdiinc.orgWebsite: rdiinc.org

Michael Held is a downtown enthusiast and self-proclaimed community instigator with nearly a decade of rural economic development experience. As a Program Manager for Rural Development Initiatives, Michael supports communities, organizations, and businesses in shaping and retooling their businesses and economies to meet the demands of 21st century challenges. He is also The Dalles Main Street Organization's Vice-President and Organization Committee Chair where he passionately champions illustrious topics such as organizational sustainability, policy review and implementation, and parklets.

Session: *Through the Eyes of an Entrepreneur: Attracting and Retaining the Creative Class in Your Community***Michael Houser**Email: michael.houser@dahp.wa.govWebsite: dahp.wa.gov

Michael serves as the architectural historian for the State of Washington and manages the National Register of Historic Places, Washington Heritage Register and Washington Barn Register Programs for the state. A native of Vancouver, Washington, Michael came to the Washington state via Bend, Oregon where he served as the Historic Preservation Planner for six years. His previous work experience includes time at the Henry Ford Museum in Dearborn, Michigan; the Historic Landmarks Foundation of Indiana; and Thomas Hickey Architects in Chicago. Michael holds a bachelor's degree from the University of Idaho and a Master of Science Degree in Historic Preservation from Eastern Michigan University. Michael helped bring post WWII resources into the state's focus by establishing the "Nifty-from-the-Last 50 Initiative" in 2003, which initially documented over 300 mid-century modern buildings across the state. His current pet project includes creating biographies on architects and designers who practiced in Washington state during the 1950s and 60s (posted on the Docomomo WeWA website), and he has recently developed a study of Seattle area Parade of Homes during the 1950s and 60s.

Session: *Building Talk with Mick and Nick*

One of many murals located downtown at The Dalles.

SPEAKER BIOS AND CONTACT INFORMATION

Shawn IrvineEmail: sirvine@ci.independence.or.usWebsite: ci.independence.or.us

Shawn Irvine has worked for the City of Independence for nine years filling a variety of community and economic development roles. He is a board member of the Independence Downtown Association and has worked extensively as the liaison between that organization and the City. Together they have accomplished a wide variety of infrastructure and beautification projects downtown, filling storefronts and helping revive Independence's historic downtown. Shawn led the City's 2009 Vision 2020 action plan project and has coordinated several workforce development and entrepreneurship programs for the city. Shawn is also the staff person for the City's Historic Preservation Commission. Prior to his time in Independence Shawn spent four years as a Municipal Services Development Specialist with the Peace Corps implementing transparency and citizen involvement projects in Paraguay, South America.

Session: *Creating Economic Vitality – Organizing for Success*

George KramerEmail: george@preserveoregon.comWebsite: preserveoregon.com

Since 1989 Kramer & Company has been providing quality professional historic preservation and cultural resource management services to a wide variety of clients throughout Oregon and into northern California. Major renovation projects include the Ashland Springs Hotel, the Medford Depot and, the Hot Lakes Resort in Union County. Current theater projects include the Holly Theater in Medford, the Egyptian in Coos Bay, and the Liberty in North Bend. George specializes in creative adaptive reuse projects, giving new life to historic buildings. He has served as an Adviser to the National Trust for Historic Preservation and served as a board member for Restore Oregon (formerly the Historic Preservation League of Oregon).

Session: *Saving Oregon's Historic Theaters*

Allison McKenzieEmail: allison@growsantiam.orgWebsite: growsantiam.org

Allison McKenzie is Executive Director and Entrepreneurial Coach for GROW•EDC, a non-profit organization committed to leveraging grassroots resources and helping businesses grow in the rural North Santiam River canyon and valley east of Salem. With a bachelor's degree from Whitman College and a Masters in Management from Keuka College, Allison has more than 25 years of experience in business development consulting, entrepreneurial coaching, writing, lecturing and investment sales & management. A facilitator of more than 1800 workshops and seminars in twenty-six states, Allison's passion is utilizing straightforward grassroots methods to help people in business grow and prosper.

Session: *Top 10 Things You Can Do to Help Local Businesses*

SPEAKER BIOS AND CONTACT INFORMATION

John MonroeEmail: jmonroe365@gmail.comWebsite: JohnMonroe.net

John Monroe, Principal, Greenleaf Partners, works on a freelance basis with communities and nonprofit groups, helping them to revitalize downtowns and launch conservation projects. His services include hands-on community workshops, interactive conference sessions, board retreats and executive coaching. In his day job, John directs Connecticut and Rhode Island projects for the Rivers and Trails Program of the National Park Service. When not at work, you'll find John paddling his sea kayak off the New England coast or playing guitar.

Sessions: *Three Easy Steps to Better Meetings; Boosting Program Impact with a Matrix Map*

Peggy MorettiEmail: peggym@restoreoregon.orgWebsite: restoreoregon.org

Peggy brings over 20 years experience as a marketing executive and business entrepreneur to her role as Executive Director of Restore Oregon (formerly Historic Preservation League of Oregon). She is thrilled to combine her management and communications expertise with her passion for preservation and place-making. In addition to leading Restore Oregon, she serves on the Board of Directors for the Pittock Mansion in Portland, spent several years on staff at the Bosco-Milligan Foundation, and is the proud owner of the Louis G. Pfunder House listed on the National Register of Historic Places.

Session: *Saving Oregon's Historic Theaters*

Ben MuldrowEmail: benmuldrow@gmail.comWebsite: arnettmuldrow.com

Ben Muldrow, a Partner at Arnett Muldrow & Associates, is responsible for all community marketing and branding functions of the Greenville, SC-based urban planning firm. Ben helps communities to develop their brand identity through an open process including public design sessions and collaborative small groups. As the pioneer of their groundbreaking process, Ben has designed new branding and marketing elements for revitalization projects in over 400 communities in Alabama, Arkansas, California, Connecticut, Delaware, Florida, Georgia, Illinois, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Michigan, Minnesota, Mississippi, Missouri, Nebraska, North Carolina, Ohio, Oklahoma, Oregon, Pennsylvania, South Carolina, Texas, Vermont, Virginia, Washington, West Virginia, Wisconsin, and Wyoming. Ben founded Downtown America, a national organization that fosters downtown innovation and has partnered in the newly launched social media management platform for Main Streets, Lamppost.Social.

Sessions: *Rethinking Retail Space; The Rest of the Story: You've Done Branding, Now What?*

SPEAKER BIOS AND CONTACT INFORMATION

Bob ParkerEmail: rgp@uoregon.eduWebsite: csc.uoregon.edu

Bob Parker is a Managing Director with the UO the Community Service Center (CSC). Over the last 20 years, Parker has managed more than 300 policy and planning analysis projects with communities and state officials throughout Oregon. CSC is known widely throughout Oregon as one of the state's critical policy analysis resources, connecting expertise of University faculty and students with communities and agencies. These relationships, as well as the vast policy analysis experience, help CSC provide service to communities and organizations throughout Oregon.

Session: *Saving Oregon's Historic Theaters*

Michele ReevesEmail: michele@civilisconsultants.comWebsite: civilisconsultants.com

Michele E. Reeves is an urban strategist and brand consultant with significant private sector experience revitalizing districts. Her 14 plus years in real estate include working on public/private partnerships, marketing unknown or undesirable districts, pre-development consulting, siting manufacturing facilities, strategizing acquisitions and development with private sector investors, and creating retail leasing plans. Michele founded Civilis Consultants to assist mixed-use districts, businesses, and large public sector organizations to recognize and leverage their strengths, accomplish economic development goals, and craft their unique stories to create compelling, multi-faceted brands. Michele has a bachelors degree in aerospace engineering from the University of Texas at Austin.

Session: *Developer for a Day!*

Ted RomasEmail: president@myrtlecreekchamber.com Website: myrtlecreekchamber.com

Ted Romas became immersed in the community of Myrtle Creek shortly after his arrival. He volunteers his time and energy to a variety of organizations and community efforts. Ted currently serves as president of the Myrtle Creek~Tri City Area Chamber of Commerce and was named their 2008 Man of the Year. He is a charter member of the Main Street Myrtle Creek Association and the City of Myrtle Creek Economic Development Advisory Committee, a founding member of Umpqua Basin Economic Alliance (UBEA), and the South Umpqua Valley Fall Balloon Fest Organizing Committee, and a member of City of Myrtle Creek Comprehensive Planning Advisory Committee, Myrtle Creek Elks Lodge, and the Weaver Road Extension (new I-5 Exit 106) Citizen Advisory Committee. Ted is also a member of the Myrtle Creek Parks Commission and coordinates the annual Music in the Park program, the longest running free concert series in Douglas County. Ted is retired from both the United State Air Force and the California Community College system and lives in Myrtle Creek with his wife Charlotte.

Session: *Creating Economic Vitality – Organizing for Success*

SPEAKER BIOS AND CONTACT INFORMATION

Don RypkemaEmail: drypkema@PlaceEconomics.comWebsite: PlaceEconomics.com

Donovan Rypkema is principal of PlaceEconomics, a Washington, D.C.-based real estate and economic development consulting firm. The firm specializes in services to public and non-profit sector clients who are dealing with downtown and neighborhood commercial district revitalization and the reuse of historic structures. In 2004, Rypkema established Heritage Strategies International, created to provide similar services to worldwide clients. He was the 2012 recipient of the Louise du Pont Crowninshield Award, the National Trust for Historic Preservation's highest honor.

Keynote: *“Main Street- Right From the Start”*

Ryan SchwartzEmail: ryan@fullfocuscommunications.comWebsite: fullfocuscommunications.com

Ryan Schwartz applies the science of persuasion to the art of social change. Fueled by a thirst for understanding how people think, feel, and act, he is inspired by his training as a cultural anthropologist. As a non-profit consultant, he works with organizations to create concrete brand, messaging, and communications strategies that inspire action and build cohesive movements. Ryan has worked on behalf of clients such as the Southern Poverty Law Center, Human Rights Campaign, and Smart Growth America. His stories have been told across the globe; he's been recognized by the Media Institute of Southern Africa for producing the community radio show of the year. When he's not learning, facilitating, or strategizing, he enjoys exploring the vibrant neighborhoods and forests of Portland.

Sessions: *Words that Wow: Exciting and Engaging Ways to Talk About Your Work; Inspiring Action through Stories*

Brian ScottEmail: brian@bdsplanning.comWebsite: bdsplanning.com

Brian Scott founded BDS in 2009, and has more than 30 years of experience in comprehensive community development. With direct experience in private, nonprofit, and public organizations, he excels at the intersection of multiple sectors, interests, and perspectives. Brian is a widely respected facilitator, public speaker, and project leader with dozens of professional awards and volunteer assignments to his credit. Early in his career, Brian was one of the first Oregon Main Street coordinators. During his 10 year tenure, he worked on the initial legislation to establish Economic Improvement Districts.

Session: *Pros and Cons of EIDs and BIDs*

SPEAKER BIOS AND CONTACT INFORMATION

Saira Siddiqui

Email: sairasid118@gmail.com

A Main Street manager since 2013, Saira Siddiqui received a Bachelor's degree in Environmental Design from the University at Buffalo in her hometown of Buffalo, New York. Accepted into the RARE AmeriCorps program, she moved to Oregon and began her position as director of La Grande Main Street Downtown (LGMSD). She recently accepted a position with Hillsboro's new Main Street program - the Historic Hillsboro Downtown Partnership in the Portland Metro area.

Session: *Main Street Boot Camp*

Kristi Trevarrow

Email: kristi@downtownrochestermi.com Website: downtownrochestermi.com

Kristi Trevarrow is the Executive Director of the Rochester, Michigan Downtown Development Authority (DDA). She has over 16 years of experience in downtown development and destination marketing. Serving as the Executive Director for the Rochester DDA, she executes a nationally-recognized downtown revitalization program. Her duties include business recruitment and retention, marketing, site development, community relations, fundraising and administration of the award-winning holiday event, The Big, Bright Light Show which annually attracts over one million visitors to Downtown Rochester. Ms. Trevarrow is a columnist for Main Street Now and founder of the community revitalization blog, The Downtown Geek. Ms. Trevarrow holds a Bachelor of Arts Degree from Oakland University and a Master of Arts Degree from Wayne State University.

Sessions: *Creating Your Downtown Marketing Strategy; From Hero to Zero: A Main Street Manager's Story*

Nicholas Vann, AIA

Email: nicholas.vann@dahp.wa.gov

Website: dahp.wa.gov

Nicholas is the State Historical Architect for the Washington State Department of Archaeology and Historic Preservation (DAHP). He also provides technical assistance for Main Street communities, architects, property owners, developers, and local governments through the Main Street program, Section 106 review and the Federal historic tax credit program. Prior to his move to Washington, Nicholas worked as a project manager at a private architecture firm in New Orleans where he earned Master's degrees in both Architecture and Preservation Studies from Tulane University. Nicholas has enjoyed every aspect of his move to the Pacific Northwest, especially engaging in the region's historic preservation and architecture communities. In his spare time, Nicholas enjoys making his Great Dane give pony rides to his two cats, and sports.

Session: *Building Talk with Mick and Nick*

SPEAKER BIOS AND CONTACT INFORMATION

David Wade

Email: dwade@rdiinc.org

Website: rdiinc.org

David Wade is a Program Associate for RDI's Rural Economic Vitality Services where he is focused on assisting communities to thrive. He brings a passion for community development to his work, as well as geek skills like website design, number crunching, and event planning. Nothing gets him going more than evaluating program impacts and identifying new opportunities to help others succeed.

Session: *Creating Economic Vitality: Organizing For Success*

Brian Wagner

Email: brian.wagner@oregon.gov

Website: oregonartscommission.org

Brian Wagner manages the Oregon Arts Commission's Community Development programs, including the Arts Build Communities grants program. Brian and his family lived in Portland from 1982-95 where he performed music, served as a music professor and chaired Marylhurst University's music department. He and his family moved to Durango, Colorado in 1995 where he served for 12 years as Executive Director of the Durango Arts Center in Southwest Colorado and taught classical guitar studies at Fort Lewis College. He served as a board member of Durango Area Chamber Resort Association, Downtown Development Commission, and with Operation Healthy Communities and Arts for Colorado. Named a Livingston Fellow by the Bonfils-Stanton Foundation, Brian received an appointment by Governor Bill Ritter to serve on the Colorado Education and Cultural Facilities Authority. He was also a Peer Assistance Network provider for the Colorado Arts Council. Brian earned his Bachelor of Music in performance from the University of Arizona and Master of Music from Lewis and Clark College.

Session: *Enlivening Main Streets Through Arts and Cultural Strategies*

Tim Williams

Email: tim@oregonfilm.org

Website: oregonfilm.org

As both an executive and independent producer for more than 25 years, Tim Williams has credits on many award winning titles. From 1998 to 2011 Williams was Co-President and Head of Production for GreeneStreet Films, a leading New York based independent film company. While there, he was involved in the production of nearly 30 features, producing or executive producing most of their projects. Williams started his career as a set production assistant and assistant director in New York on features, commercials and TV shows, and worked for several years producing and directing new plays on the London Fringe in the UK.

Session: *Saving Oregon's Historic Theaters*



Welcome to The Dalles!

The Dalles welcomes the 2015 Oregon Main Street State Conference.

As the singular best approach to strengthening and revitalizing downtowns, large and small, Main Street is hope and inspiration for all Mayors and City Councils. The Dalles is at a turning point and our local Main Street program has been critical in our success.

It is our honor to help host this year's Main Street State Conference and thank you all for visiting our community. Please come and share your successes and your learning failures. Change does not occur until someone discovers the next step and takes action. The comprehensive and innovative approach that Main Street uses has proven its ability to make change.

I know that you will enjoy your time here in The Dalles and I encourage you to come back and visit us in the future.

Best Regards,
Stephen E. Lawrence
Mayor

