



Des Moines Social Club | Des Moines, IA | August 6-8, 2019

Tuesday, August 6, 2019

7:00 a.m. - 8:00 a.m.	Networking Breakfast
8:00 a.m. - 12:00 p.m.	Best In Class: Strategy Execution (Stages 0-2)
12:00 p.m. - 1:00 p.m.	Networking Lunch
1:00 p.m. - 5:00 p.m.	Best In Class: Strategy Execution (Stage 2 cont.)
5:30 p.m. - 7:30 p.m.	Welcome Reception

Wednesday, August 7, 2019

7:00 a.m. - 8:00 a.m.	Networking Breakfast
8:00 a.m. - 12:00 p.m.	Best In Class: Strategy Execution (Stages 3-7)
12:00 p.m. - 1:00 p.m.	Networking Lunch
1:00 p.m. - 2:40 p.m.	General Session 1: Welcome Address The Power of Joining Forces: Iowa
2:40 p.m. - 3:00 p.m.	Networking Break
3:00 p.m. - 4:30 p.m.	Breakout Sessions <ol style="list-style-type: none">1) Tell Your Story: Amplify the Local & Unique2) Flex Your Resources: Identify & Maximize Current Assets3) Create the BIG Idea: Prioritize Projects & Creativity4) Build The Model: Develop Sustainable Goals & Partners5) Rally The Troops: Gather Community Leadership & Activators
5:30 p.m. - 7:00 p.m.	Evening Reception

Thursday, August 8, 2019

8:00 a.m. - 9:00 a.m.	Learning Breakfast: The Start of Home Town & Value of Hospitality with Mallorie Rasberry
9:00 a.m. - 11:00 a.m.	General Session 2: Rural Electricity & Power of Branding Think Big. Start Small.
11:00 a.m. - 11:45 a.m.	Networking Break
12:00 p.m. - 1:00 p.m.	Networking Lunch
1:00 p.m. - 2:30 p.m.	Breakout Sessions <ol style="list-style-type: none">6) Tell Your Story: Deeper Dive: Communication Strategies7) Flex Your Resources: Using Technology: Broadband, EVs8) Create the BIG Idea: Uncover Unconventional Assets & Opportunities9) Build The Model: Secure Funding, Grants & Financial Leadership10) Rally The Troops: Leverage Strategic Partnerships (C&I, Education Partners)
3:00 p.m. - 4:30 p.m.	General Session 3: Closing Address



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