

Big Ideas: small towns

Young Entrepreneurs and the Future of Rural America

Burt Chojnowski

13th Annual New Partners for Smart Growth

February 14, 2014

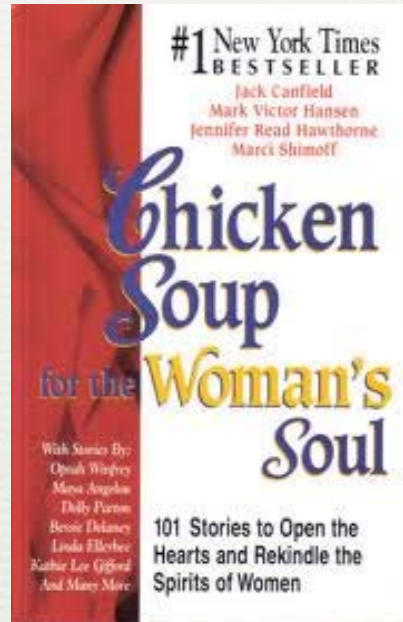
Denver, Colorado



The 1,228 Foot Level View



Chicken Soup for Fairfield's Soul



- Marci Shimoff - Co-Authors with Jack Canfield and Mark Victor Hansen
- Earl Kaplan and **Books Are Fun** buy it by the truckload and it goes to the top of the New York Times Best Seller List
- Franchised: 13 of co-Authors live in Fairfield
- Books Are Fun Grows to \$400 million in Revenue and is Acquired by Readers Digest

Let's Go to Alaska



Angoon Alaska

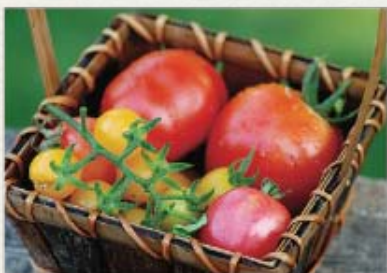


■ Troy Van Beek



GO GREENguide

creating a healthy & prosperous living environment for all Fairfieldians through sustainability.



I am very pleased to present on behalf of the City of Fairfield and the Fairfield Go Green Commission the Household Guide to Sustainability. This practical guide to managing your household in a way that conserves resources, saves money and is good for the environment. I hope you find the tips and resources useful to making changes that will accomplish all of these things for your family.

The Guide was made possible from a grant from the Iowa Office of Energy Independence as part of a proposal to demonstrate a model community that focuses on a more sustainable future by reducing green house gases, conserving natural resources, reducing waste, creating energy from renewable sources, supporting local food production and grows a local economy through all these measures. The Fairfield Go Green Strategic Plan is a template for achieving those community goals and the Household Guide to Sustainability provides a way for everyone to participate.

I hope you find it useful and become inspired to do as much as you can in your own households. Together we can lead other Iowa City's in accomplishing our State's goal of achieving energy independence and a sustainable future.

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food p.4

recycling p.5

land p.6

transportation p.7



- 2012 Fairfield Entrepreneur of the Year

Degree in Sustainable Living



- Maharishi University of Management



Abundance EcoVillage



- Wind and Solar powered, Vedic Green Architecture

2013 Fairfield First Award



■ Meghan Dowd

Open Space Studios and Shaktea Kombucha



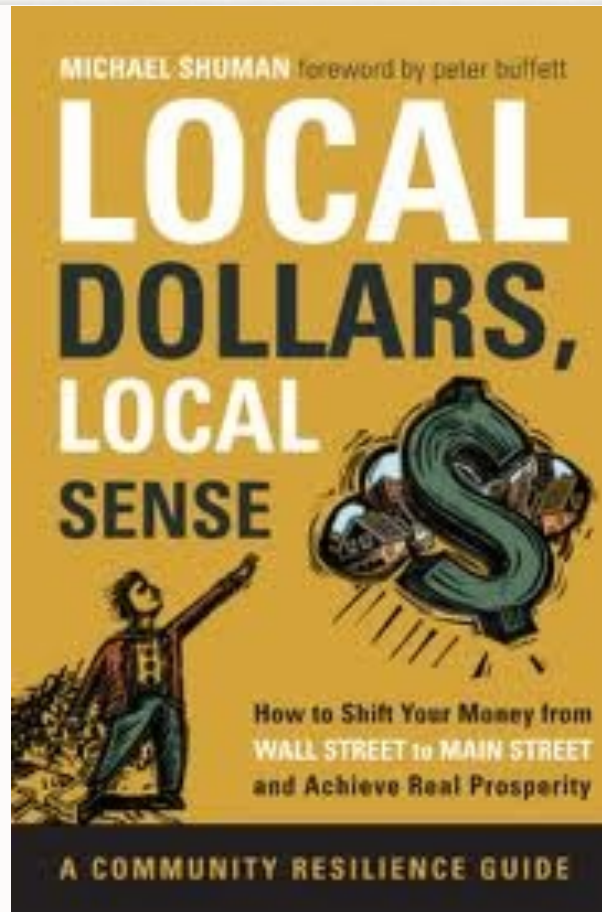
\$250,000 Grant



Mission Main Street Grants

- Only 1 of the 12 went to a rural community

Local Sense



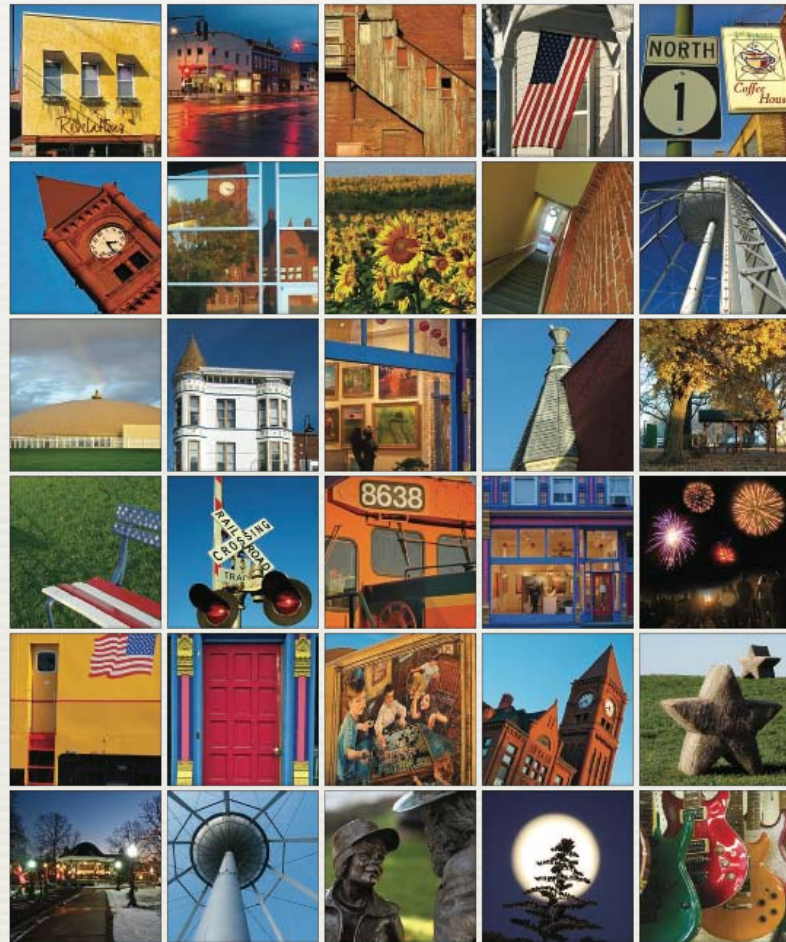
■ How to Shift Money from Wall Street to Main Street to Achieve Real Prosperity

Celebrate Entrepreneurs



Nurturing the Entrepreneurial Class

- ◆ Faces
- ◆ Association
- ◆ News
- ◆ Awards



The Fairfield Business Edge • 2010
Business Profiles

Innovation • Reinvention • Social Responsibility • Sustainability

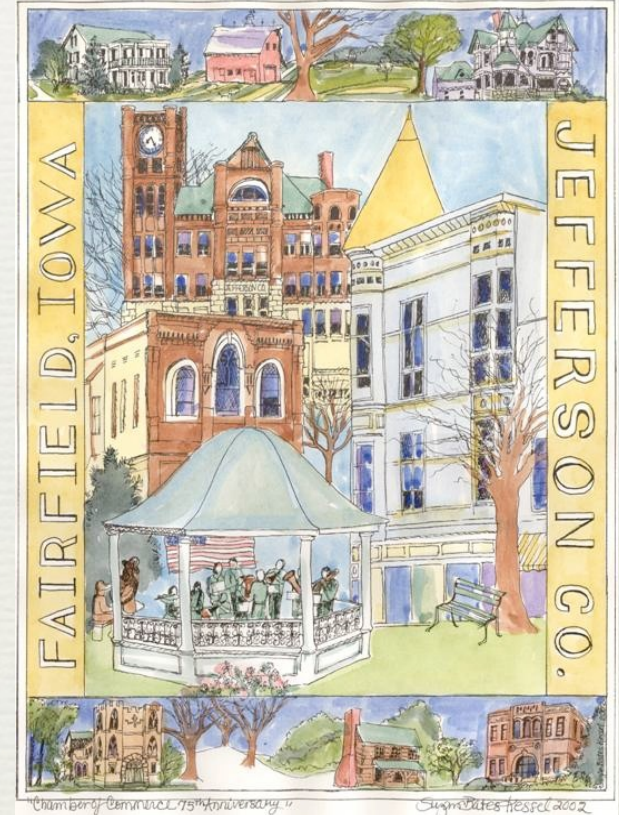
Economic Gardening Hot Spots

- ◆ Mentoring and Networking Programs
- ◆ Biz Bounces and Boot Camps
- ◆ Virtual Incubation
- ◆ On-demand Coaching
- ◆ Sales, Marketing and Networking Skills



Fairfield Metrics

- Population: 9,400
- Moved from No. 50 Iowa County to No. 18 in per capita Income
- No. 1 County in Iowa in per capita giving
- 40% College Grads
- More Restaurants per capita than San Francisco



Suzan Bates Kessel

Impact & Results



- ✦ Nearly a \$1 billion in new equity
- ✦ Four thousand new jobs in Fairfield - 12,000 globally
- ✦ Per capita income has tripled
- ✦ Headquarters for 60 companies
- ✦ Ranked #3 County in the nation in per capita giving

Power of the Entrepreneurial Class

- ◆ Social and Civic Entrepreneurs
- ◆ Jefferson County Trail System
- ◆ Sondheim Center for the Performing Arts
- ◆ 1st Fridays Art Walk
- ◆ Cultural and Entertainment District
- ◆ Go-Green Strategic Plan



Entrepreneurial Ecosystem Development

- Fairfield Entrepreneurs Association
- Iowa Micro Loan
- Fairfield First!
- Community Vitality Center
- FRED Conference
- Iowa Community Capital

BUSINESS 2.0

Silicon Valley Wannabees

1) SILICON ALLEY

NEW YORK

2) SILICON BOG

IRELAND

3) SILICON GLEN

SCOTLAND

4) SILICON MESA

ALBUQUERQUE

5) SILICON VALAIS

SWITZERLAND



FAIRFIELD, IOWA

6) SILICORN VALLEY

Where do Entrepreneurs Come From?

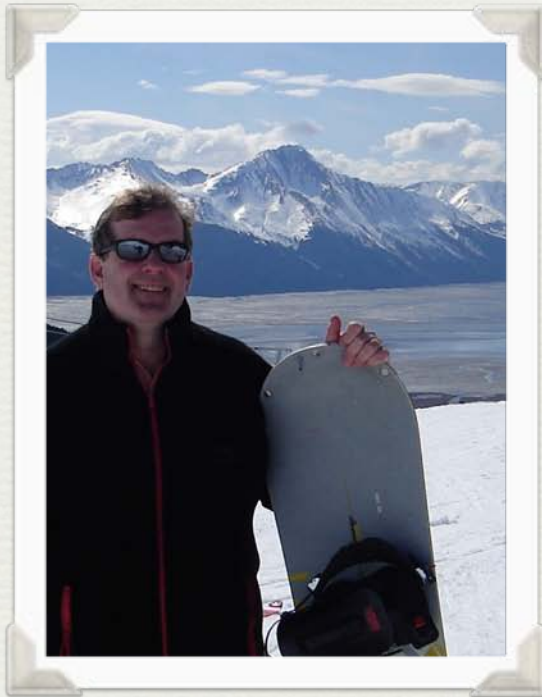
- If you are unemployable...
- If you have been laid off...
- If you are an immigrant...
- If you have completed high school...
- If you are over 50....



You might be an entrepreneur!

Burt Chojnowski

- Helped Found, Fund and Start a Dozen Iowa Companies
- 16 year career in Silicon Valley
- Raised \$80 million of Private Equity For Iowa Companies
- Worked on Entrepreneurial Ecosystem Development with dozens of communities



Kora-movie.com

Contact

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For More Information

- *Turning Fairfield into a Rural Renaissance City*
- **Link to The Best Thing Since.... and Finding Fairfield**
- **10 Things You Can Do Can to Support an Entrepreneurial Class**

Send an email to Burt@BrainBelt.com