



Big Ideas, Small Towns:
Young Entrepreneurs and the Future of Rural America

New Partners for Smart Growth Conference
Denver, CO
February 14, 2014

Energizing Entrepreneurial Youth revitalizing your community



Big Ideas, Small Towns
February 14, 2014

Craig Schroeder
Director of Youth Engagement

**Center for Rural
Entrepreneurship**
energizing entrepreneurial communities

Youth Impact on Community Revitalization

Youth Impact on Critical Issues

- **Historical Youth Out-Migration Trends**
- **Loss of Farms, Industry & Small Businesses**
- **Erosion of Leadership Capacity**
- **Generational Wealth Transfer**

Youth Attraction Example

1990 Population	7,965
2000 Population	7,452
Percent change	-6.4%
Loss Per Year in 1990s	51 Persons
Total Youth	2,169 Persons
Youth as a Percent of Total	29%
Average Graduating Class	121 Persons
Annual Youth Attraction Goal	18 Persons

15% Youth Attraction Goal

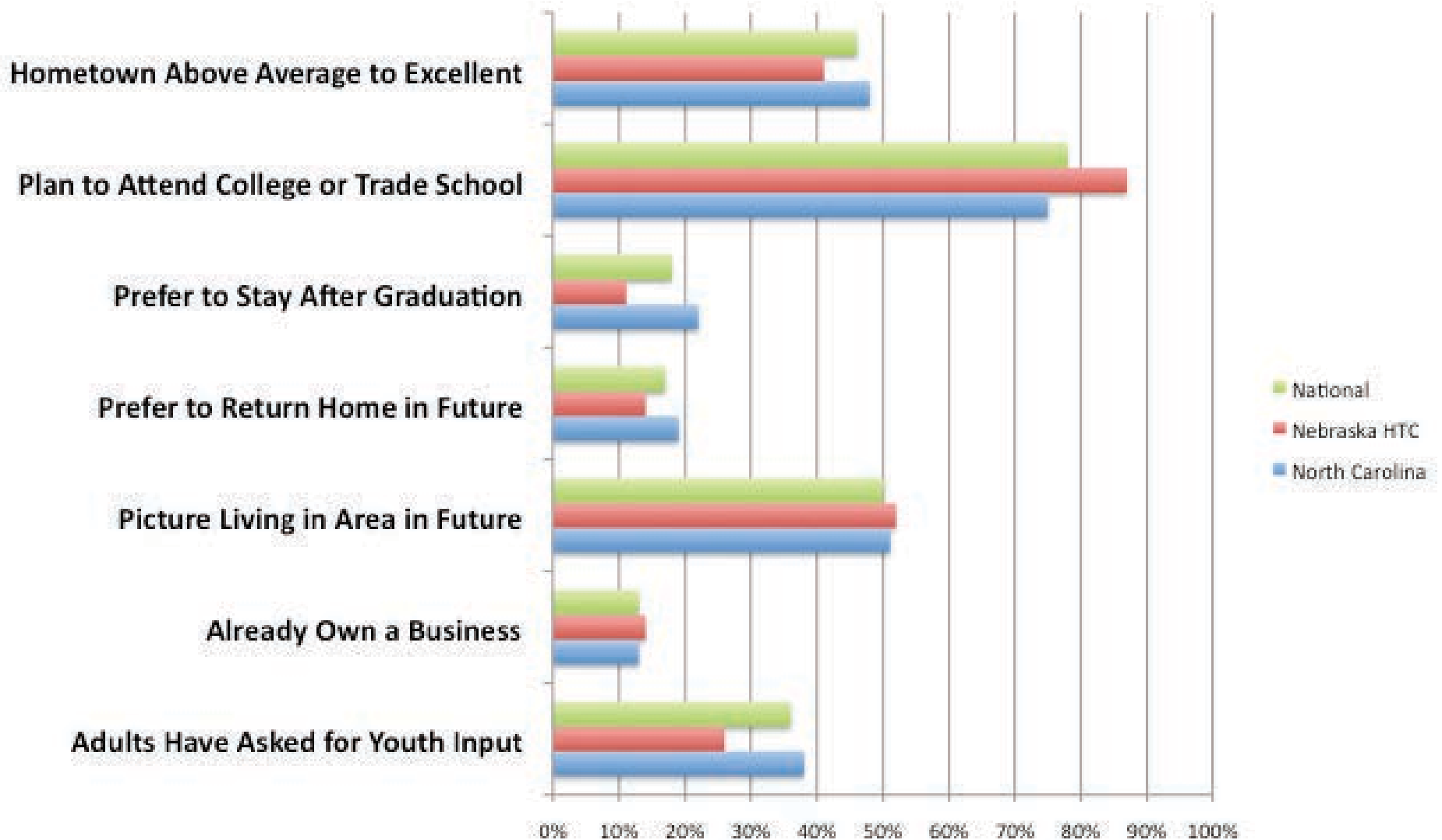
The Urgency of Acting!

2000 Population	7,452
2010 Population	6,652
Percent change	-10.3%
Loss Per Year in 2000s	80 Persons
Total Youth	1,574 Persons
Youth as a Percent of Total	23.7%
Average Graduating Class	93 Persons
Annual Youth Attraction Goal	27 Persons

29% Youth Attraction Goal

Youth Survey Highlights

Over 40,000 Youth from Across the United States



If you had 200 enterprising high school juniors and seniors in these seats, how many do you think would raise their hand when asked if they plan to move back to their hometown?



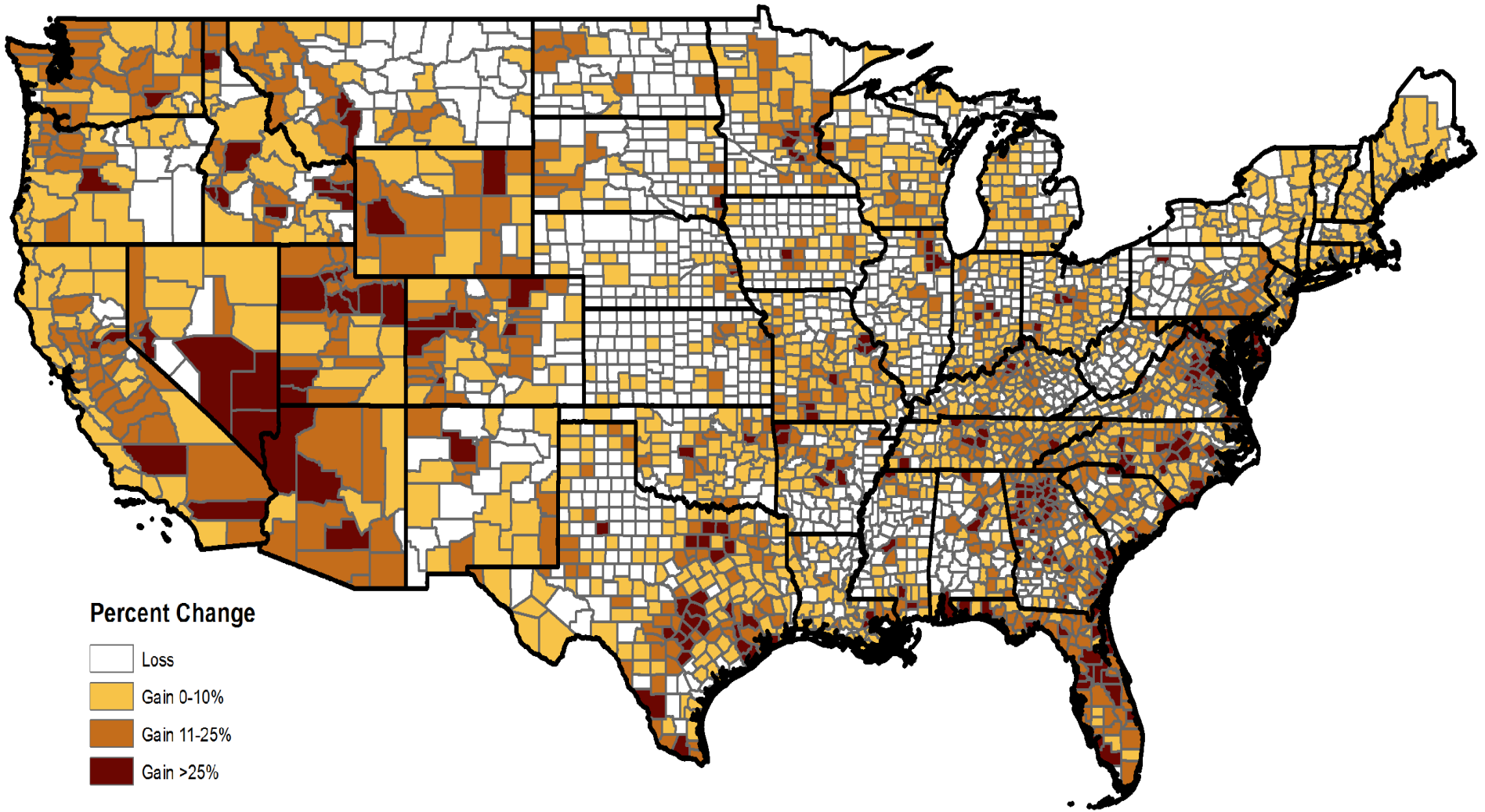
Would you believe this many?!!

Youth in your community may well represent your greatest resource for economic growth and community sustainability.

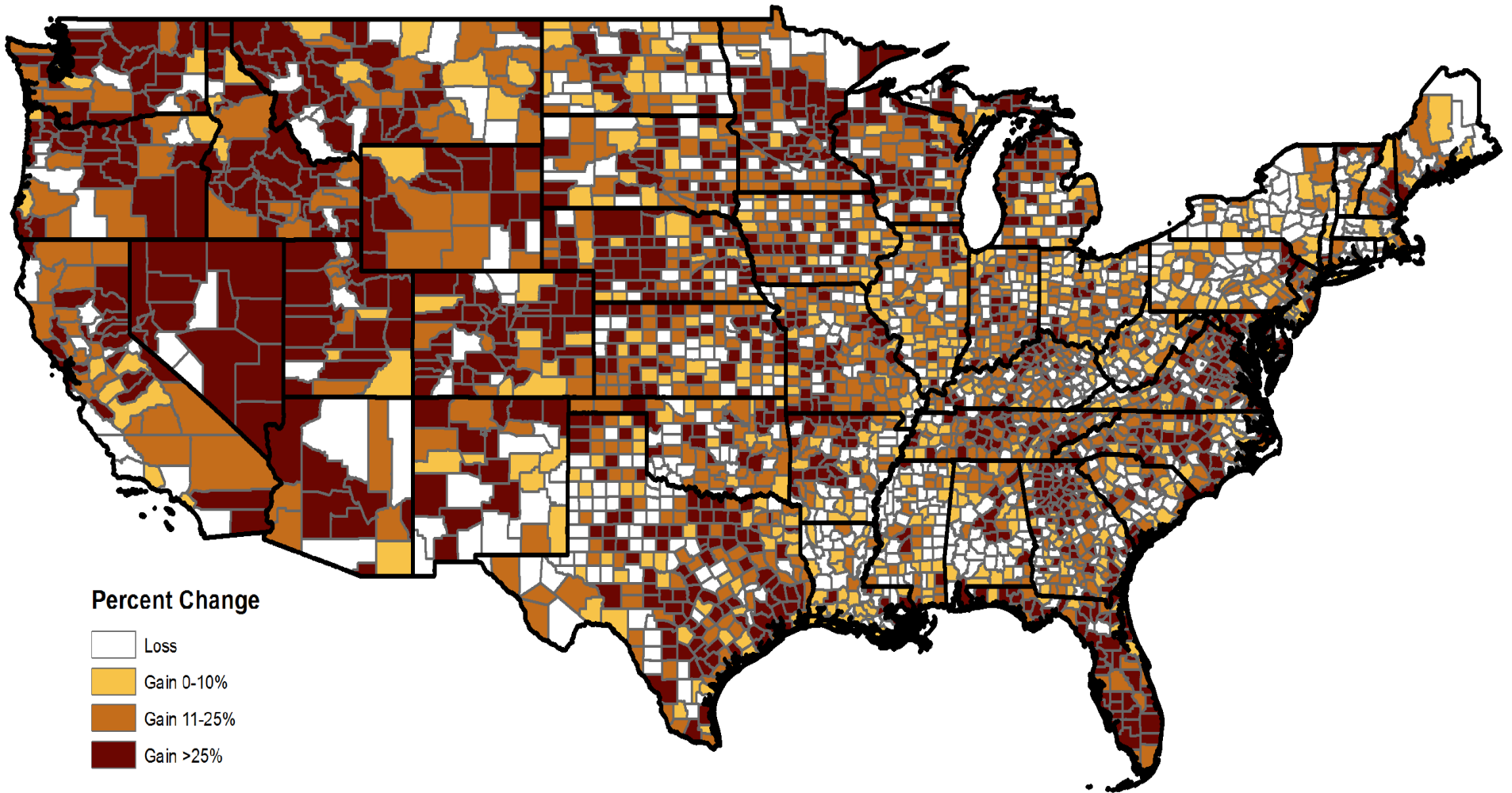
The challenge is to engage these youth, equip them with the skills and knowledge to be successful, support them and their enterprising ventures, and then invite them home!

Demographic Trends

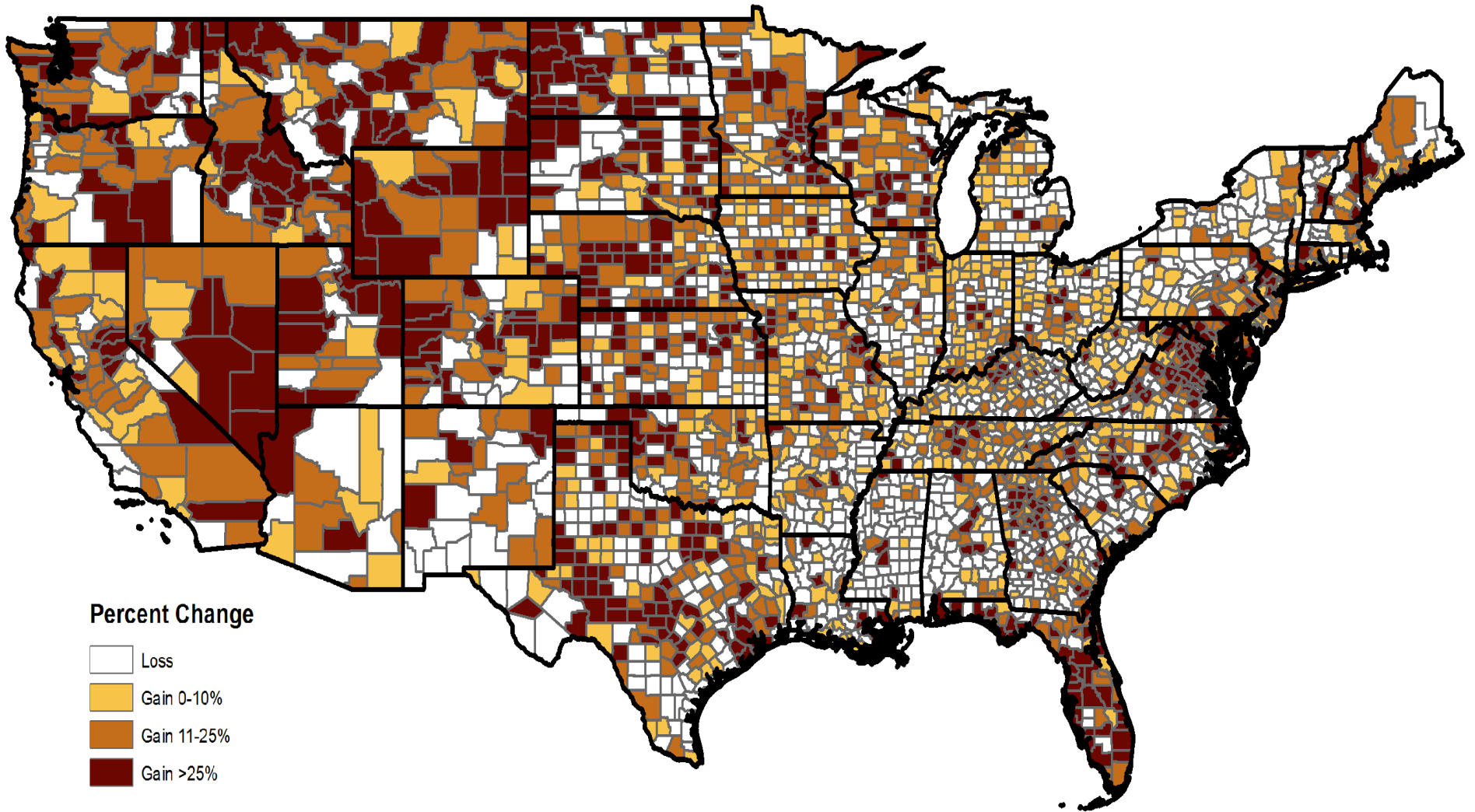
Population Change 2000-2010



Cohort Age 30-34, Percent Change 1990-2000



Cohort Age 30-34, Percent Change 2000-2010

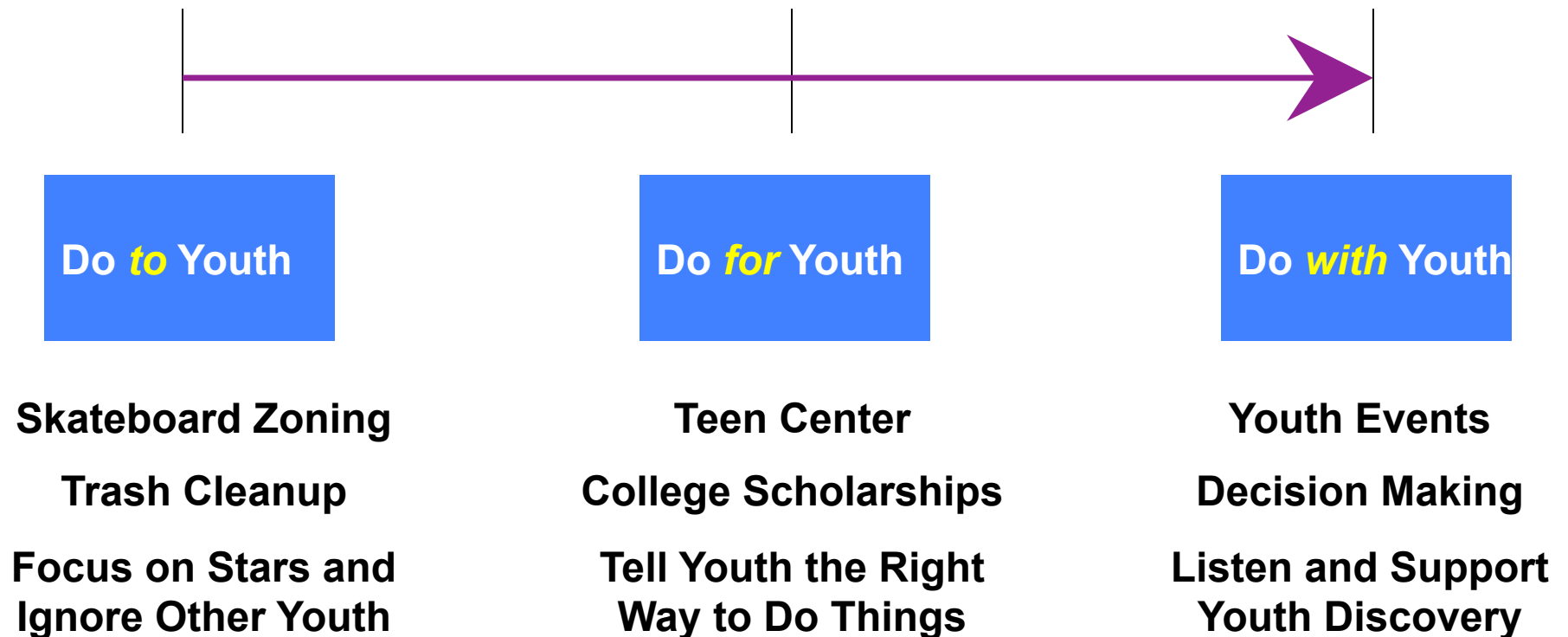


Our Entrepreneurial Heritage...



Effective Youth Engagement

How communities engage youth...



Youth Engagement System[®]



Key Strategy Elements

Youth Engagement Working Group

STEP 1

Assessment of
Youth
Engagement
Opportunities
and Local
Development
Resources

STEP 2

Development
and
Implementation
of Youth
Engagement
Action
Plan

STEP 3

Integration with
Economic
Development
Program and
Alumni-
Newcomer
Recruitment

Program Measurement and Evaluation

Thank You!



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**Center for Rural
Entrepreneurship**

energizing entrepreneurial communities

BIG IDEAS, SMALL TOWNS

Reversing the Exodus:

Connecting and engaging those who
are rural by Choice

Liz Sosa

PowerUp Movement

www.ruralbychoice.com 

Connecting and engaging 21-39
year olds who are rural by choice

Rural no longer means geographically isolated—young people are yearning for opportunities to become involved in their communities and participate in creating their preferred future.

Public Square Communities, Inc.

Philosophy

www.PublicSquareCommunities.com

Identifying, connecting, & developing civic leaders who transform towns, cities, counties, & regions into thriving communities which nourish youth, engage citizens, and foster partnerships.

Strategy

In response to:

- Declining populations, exodus of youth, and loss of aspiring leaders
- Growing fragmentation and incivility
- Decreasing engagement

PSC...

- Links citizens and leaders / networks and institutions
- Emphasizes asset-based, positive dialogue



Liz Sosa

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PSC CEO/Colleague

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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

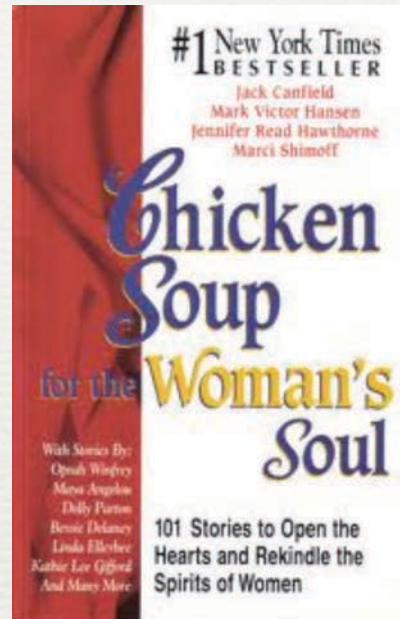




Marcie Shimoff



Chicken Soup for Fairfield's Soul



- Marci Shimoff - Co-Authors with Jack Canfield and Mark Victor Hansen
- Franchised: 13 of co-Authors live in Fairfield
- 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
- Books Are Fun Grows to \$400 million in revenue and is acquired by Readers Digest for \$300 million

Let's Go to Alaska



Angoon Alaska



Troy Van Beek



Central Council

Tlingit & Haida Indian Tribes of Alaska



Degree in Sustainable Living

Maharishi University of Management





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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Mayor, City of Fairfield



- energy p.2
- water p.3
- food p.4
- recycling p.5
- land p.6
- transportation p.7

Abundance EcoVillage



Wind and Solar powered, Vedic Green Architecture



ideal
ENERGY



2012 Fairfield Entrepreneur of the Year

2013 Fairfield First Award



Meghan
Dowd

Open Space Studios and Shaktea Kombucha



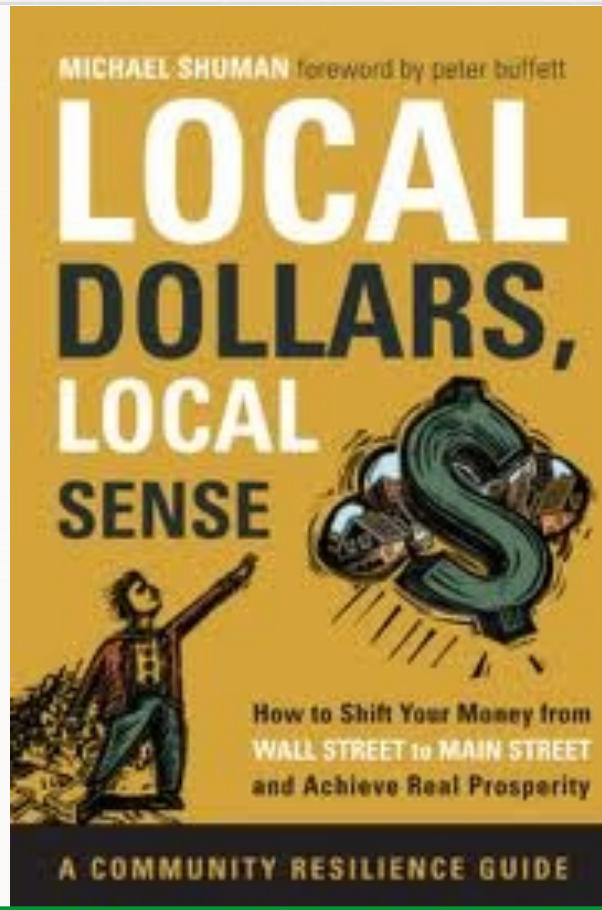
\$250,000 Grant



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





iPhone^{+iPad} Life

MAGAZINE



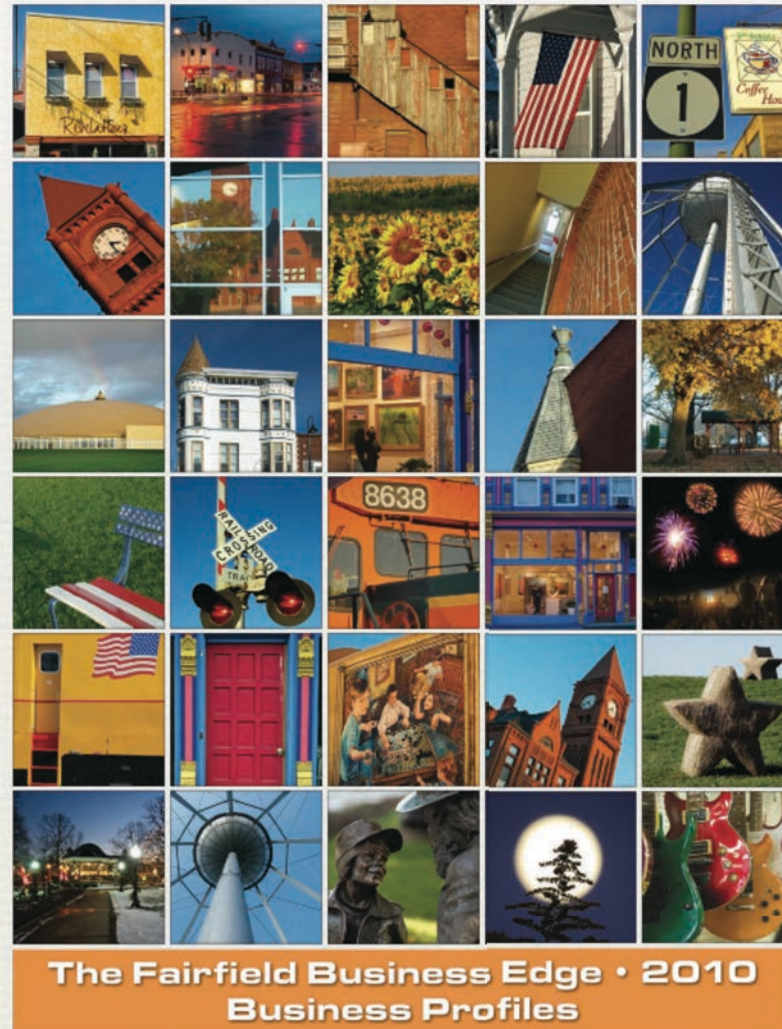
Captivate your audience. Activate your brand.



CAMBRIDGE

Nurturing the Entrepreneurial Class

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



Innovation • Reinvention • Social Responsibility • Sustainability

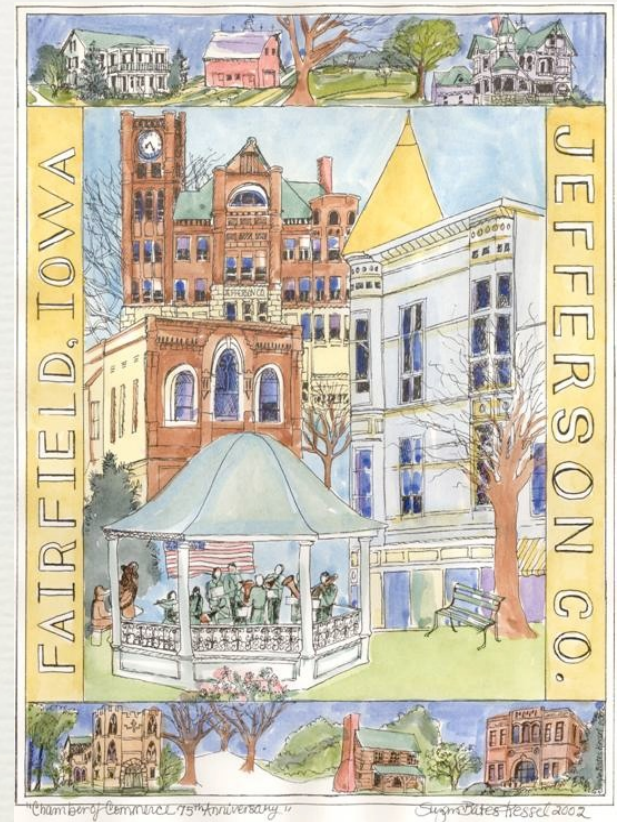
Economic Gardening Hot Spots

- ◆ 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



Suzanne 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
- Downtown Revitalization Loans
- Local Economy Summit
- 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!

Contact

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- ◆ Twitter - @BrainBelt
- ◆ Economic Gardening Group on [linkedin.com](https://www.linkedin.com)



For More Information

Send an email to Burt@BrainBelt.com or text me
@ 641.919.2163

- *Turning Fairfield into a Rural Renaissance City*
- *Link to [The Best Thing Since Sliced Bread](#) and [Finding Fairfield](#)*
- *10 Things You Can Do Can to Support an Entrepreneurial Class*

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



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