



Keeping It Rural

2017

Rural Development Conference
Kelowna, June 20-21



ADVANCING RURAL
DEVELOPMENT

A New Rural Tool

INSPIRE ➡ SHARE TOOLS ➡ CULTIVATE CAPACITY ➡ FACILITATE ACTION

SIBAC HAS turned over a new media leaf with the launch of the **BC RURAL CENTRE**. This bold new media platform will provide rural British Columbians with timely, important, useful, and often inspirational information, delivered through blogposts, videos, podcasts, and reports – plus webinars and an e-newsletter, as well as support and chat. Rural residents throughout the province will also be able to ask for help in finding rural resources. It is all about *helping rural communities succeed*.



You'll find us at <https://www.bcruralcentre.org>, on [Facebook](#), [Twitter](#), [Youtube](#), [Soundcloud](#), and [Instagram](#). Visit us soon – and like us often! For more information on the BC Rural Centre, contact us at info@bcruralcentre.org.

Be sure to look for lively videos, podcasts, and stories coming out of Keeping It Rural 2017, after the conference concludes.

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Welcome

WE'RE DELIGHTED to welcome you to *Keeping It Rural 2017*. My fellow Board members and I are proud of the many accomplishments of SIBAC over the years, and are excited about future opportunities to continue to help make a positive difference in the lives of rural British Columbians. We look forward to two days of thought-provoking, inspirational presentations and discussions on subjects of critical importance to those of us who live and work in rural BC. I hope you find the conference both useful and inspirational!



Rhona Martin
Chair

RURAL DEVELOPMENT isn't easy. It can be extremely difficult and challenging work, but we do it because we care about the rural regions we call home. The *Keeping It Rural* conferences are about sharing rural success stories. They are an opportunity to hear about small rural places that have done some amazing things. Our hope is that you leave the conference inspired and re-energized, with some new information and rural development tools that you can take back to your own rural community.



Gordon Borgstrom
Executive Director

About SIBAC

IN 2006 a small group of concerned local government and First Nations leaders gathered in Merritt to discuss the Mountain Pine Beetle (MPB) epidemic and its potential impacts on BC Southern Interior communities. These initial discussions ultimately led to the creation of the Southern Interior Beetle Action Coalition (SIBAC).

After extensive research and public consultation, SIBAC completed its *MPB Assessment & Mitigation Plan* and submitted it to the Provincial Government in October 2009. In response, the Province provided SIBAC with funds and stipulated they be directed toward projects that addressed the priority recommendations in the *SIBAC MPB Assessment & Mitigation Plan*.

From 2010 to 2015, SIBAC worked diligently to develop and/or fund projects and initiatives that addressed the issues and recommendations outlined in the *Plan*. With some projects, SIBAC provided funding and external partners provided management. In other cases, SIBAC designed, funded, and led initiatives and projects itself. Since its inception, SIBAC has provided over \$2 million in funding to over 100 rural development projects.

For more information on SIBAC, its history and accomplishments, visit www.sibacs.com.

But SIBAC has really always been about rural development. So in late 2015, the SIBAC Board agreed to a new three-year Strategic Plan. This new strategic plan focuses SIBAC's efforts on several key rural development initiatives that we believe can help the greatest number of rural communities.

One of these key initiatives is the development and organizational support required for the BC Rural Centre. Across the province, rural communities and First Nations share many common rural development challenges and aspirations. However, they often have to work with limited human and financial resources, and are not always aware of rural development tools, strategies, and initiatives that have been effective in other communities. Therefore SIBAC created the BC Rural Centre as a highly interactive, multimedia communications platform that will develop, collect, and share information, tools, and resources that will help facilitate rural development action in rural communities.

SIBAC is also continuing to facilitate the development of community-based investment funds and models to increase business development capital in rural communities. Over the next year, SIBAC will be completing research to determine if, and how, community land trusts could be another tool to help address rural development issues. Finally, SIBAC is working to try and identify funding partners for a new rural internship program that would increase rural development capacity by matching university students up with rural communities. You can learn more about all these activities at www.bcruralcentre.org.

AGENDA Tuesday, June 20

8:00 - 8:30	Registration
8:30 - 9:00	Conference opening and welcome
9:00 - Noon	<p>Facilitating Asset Based Community Development For Rural Communities Workshop</p> <p>Through exciting stories, exercises – and lots of humour – Peter Kenyon will provide an overview of the philosophy, value, and practice of Asset Based Community Development. Peter will share ABCD facilitation and training approaches, including the art of hosting conversations, gaming, and storytelling.</p>
Noon - 1:00	Buffet lunch
1:00 - 2:00	<p>Revitalizing Small Rural Communities - the Lanesboro, Minnesota Story</p> <p>John Davis will discuss how the small town of Lanesboro, Minnesota (population 754) revitalized itself into a thriving destination arts community – reversing population decline and creating local jobs and significant economic activity in the process.</p>
2:00 - 3:00	<p>Stewarding the Land & Creating Resilient Rural Communities</p> <p>Like many Western rural regions, Oregon's Wallowa County in the 1990s experienced timber supply reductions, sawmill closures, and job losses. In 1996 in the back room of a bakery, a group of local citizens came together to create a new community organization to deal with this abrupt economic downturn – Wallowa Resources. Nils Christoffersen explains how Wallowa Resources has been encouraging greater local control over natural resources and creating local jobs for over 20 years.</p>
3:00 - 3:30	Refreshment break
3:30 - 4:30	<p>Nisga'a Lisims Government – Open for Business</p> <p>The Nisga'a Final Agreement is British Columbia's first modern treaty, and came into effect on May 11, 2000. Empowered by the Nisga'a Treaty, the Nisga'a people are making their own decisions and taking responsibility over their land, forests, and fishery. Bert Mercer will outline how the Nisga'a Lisims Government is developing new businesses and partnerships to build a bright, sustainable future.</p>
4:30 - 6:00	No-host bar and networking
6:00 - 8:00	Dinner & Keynote Address - <u>Peter Kenyon</u>, Founder, Bank of Ideas, Australia

AGENDA Wednesday, June 21

7:30 - 8:30	Buffet breakfast
8:30 - 9:00	Conference opening and welcome
8:30 - 9:30	Developing Vibrant & Resilient Rural Economies For over 25 years, <u>Mary Bosch</u> of Eugene, Oregon-based Rural Development Initiatives (RDI) has been helping to build community leadership and economic vitality in over 350 rural Pacific Northwest communities. Mary will provide an overview of RDI and one of their signature programs, WealthWorks Northwest.
9:30 - 10:30	Expanding the Rural Agricultural Sector The Intervale Center, based out of Burlington, Vermont is the recognized North American leader in agricultural sector development and expansion. <u>Maggie Donin</u> will explain the history and activities the Intervale Center supports, including her work to encourage, mentor and support a new generation of farmers.
10:30 - 10:45	Refreshment break
10:45 - 11:45	(Red) Ants in Your Pants? A Tale of Present Day Pioneering <u>Sarah Calhoun</u> , of White Sulphur Springs, Montana, has an unlikely story to tell – a story about pants and small town Montana. A story about music, chainsaws, and possibilities. A story about entrepreneurship, working hard, and establishing a rural foundation. A tale about people, the land, and how we need each other. Sarah reminds us that we can do big things in small towns.
11:45 - Noon	Buffet lunch
1:00 - 2:00	Fixing it Ourselves – The Need for Rural Leadership <u>Dan Ohler</u> is a founder and Chair of Alberta's highly successful Sangudo Opportunity Development Cooperative. In the small hamlet of Sangudo and surrounding region (population 1,500), community members have raised and invested close to \$1 million. Dan is passionate about “thinking outside the barn” to mobilize the social, emotional, and intellectual capital that exists in every rural community.
2:00 - 4:00 Panel A (concurrent)	Agriculture Sector Development as a Rural Development Tool Panel This panel presentation will examine how agriculture sector development can be used as an effective tool for rural development. A facilitated discussion and question and answer period will follow. Presenters include <u>Maggie Donin</u> (Intervale Center, Vermont), and <u>Paula Cranmer-Underhill</u> (Spapium Farm, BC).
2:00 - 4:00 Panel B (concurrent)	Using the Arts & Festivals as a Rural Development Tool Panel This panel presentation will examine how small communities have effectively used the arts and festivals to bring significant economic benefits to their small rural communities. A facilitated discussion and question and answer period will follow. Presenters include <u>John Davis</u> (Lanesboro Arts, Minnesota), <u>Morris Ertman</u> (Rosebudd Theatre, Alberta), and <u>Paul Hinrichs</u> (Kaslo Jazz Festival, BC).
4:00 - 4:30	Conference Closing Remarks

Speakers



MARY BOSCH Director, Rural Economic Vitality Services, RDI

Mary's rural economic development work with Eugene, Oregon-based Rural Development Initiatives (RDI) began 22 years ago, helping communities redefine themselves after declining timber harvests and mill closures. Since then, she has consulted with over 100 Pacific Northwest towns on economic and downtown revitalization, business development, and economic action plans.



SARAH CALHOUN Founder, Red Ants Pants Inc, Foundation, & Music Festival

Sarah has been called "a revolutionary figure in rural business today," and "a powerhouse of inspiration for women in business." Named Montana's Entrepreneur of the Year in 2011, Sarah runs a successful business in a small Montana town, has created an innovative rural foundation whose focus is on women's leadership, working family farms & ranches, and the health of rural communities, and produces a successful music festival "in the middle of nowhere," feats that have garnered her international acclaim. An inspiring speaker, Sarah has given TEDx talks, dozens of keynotes, and has been featured on CNBC, CNN, and Bloomberg. She and her company have been covered extensively in publications ranging from *Entrepreneur* and *Country Woman*, to *Sunset* and *National Geographic*.



NILS CHRISTOFFERSEN Executive Director, Wallowa Resources

Nils and his family moved to Wallowa County, Oregon in 1999 to start Wallowa Resources field programs. He was promoted to Deputy Director in 2002 and Executive Director in 2007. Nils has diverse experience in place-based natural resource management from working around the world, including ranching in Australia, farming in Israel, fishing and forestry in Norway, and forestry and wildlife in southern Africa. He is passionate about working landscapes and the role of rural communities in their stewardship.



PAULA CRANMER-UNDERHILL Spapium Farms

Paula is 'Namgis and Nieʔkepmx. Based in Chilliwack, she has resided in Stó:lō territory for over 40 years. Paula and her family also have a seasonal residence at Spapium, Lytton, BC, where they spend seven months every year working the Spapium 'Little Prairie' Farm. Paula has over 18 years of experience in Aboriginal economic development. She is a past director of the Aboriginal Tourism Association of BC, was Director of Tourism Chilliwack, the First Nations Agricultural Lending Association, Spirit of Chilliwack Community Committee, the BC Aboriginal Service Network, Mission Tourism Committee, Agassiz Harrison Chamber of Commerce, Chilliwack Agricultural Commission, and currently assists the Gold Rush Trail Management Committee.

Speakers



JOHN DAVIS Executive Director, Lanesboro Arts

Artist and visionary John Davis moved to the small prairie town of New York Mills, Minnesota in 1987. Within three years he had founded an artist residency in his home, established a non-profit in an abandoned building downtown, started the *Great American Think-Off*, and the New York Mills Regional Cultural Center, in the process significantly revitalizing the town's economy. Today John heads Lanesboro Arts, a small-town Minnesota-based cultural organization whose initiatives have transformed the community and sent ripples of interest across the continent among rural communities eager to find practical ways to renew their flagging fortunes.



MAGGIE DONIN Beginning Farmer Specialist, Intervale Center

Maggie grew up in New Hampshire and has farmed in Vermont since she graduated from the University of Vermont in 2010 with a degree in Community and International Development. As the Intervale Center's Beginning Farmer Specialist, Maggie coordinates and assists incubator farms through Intervale's Farms Programs, in addition to working with new farmers across the state to make their first few years in business as smooth as possible.

When she is not working with new farmers, Maggie can be found raising poultry and pork, walking in the woods, and spending time with family and friends.



MORRIS ERTMAN Artistic Director, Rosebud Theatre

2017 marks Morris Ertman's 16th season as Artistic Director of rural Alberta's astonishingly successful Rosebud Theatre. He has worked extensively across Canada, including with the Royal Alexandria Theatre, the Stratford Festival, the National Arts Centre, the Manitoba Theatre Centre, the Vancouver and Edmonton Operas, and the Citadel Theatre among others. He has received numerous awards and nominations for his work as a director, designer, and playwright, including nine Sterling Awards in Edmonton, and a Dora Mavor More Award in Toronto. Morris grew up in rural Alberta, where his fascination with storytelling was fostered. He is a lover of tales and the people whose lives intertwine with the telling of them.



PAUL HINRICHS Executive Director, Kaslo Jazz Etc. Society

Paul is a dynamic Kootenay-based music agent and manager, who started presenting live music acts in Nelson, BC seven years ago. In 2014, his company, On The Road Management, began presenting shows from Cranbrook to Kelowna. In 2015 Paul became Artistic Director of the venerable Kaslo Jazz Etc Festival, and took over operations of the festival as Executive Director in 2016, its best year ever.

Speakers



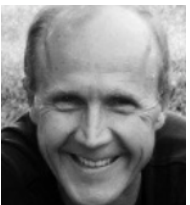
PETER KENYON Founder, The Bank of I.D.E.A.S.

Australian-based Peter Kenyon is a social capitalist and community enthusiast. Over the last two decades he has worked with over 1,000 communities around the world, seeking to facilitate fresh and creative ways that stimulate community and economic renewal. He is motivated by the desire to create healthy, caring, inclusive, sustainable, and enterprising communities from the top down or the inside out, and for their residents to invest themselves, their ideas, assets, and resources in the process. Peter created The Bank of I.D.E.A.S. (Initiatives for the Development of Enterprising Action and Strategies) to promote such a paradigm shift, and assist with the necessary facilitation, ideas, and skills.



BERT MERCER Manager, Economic Development, Nisga'a Lisims Government

Bert has been employed by the Nisga'a Lisims Government since 2009 as Manager, Economic Development. He was a board member of the Terrace & District Community Services Society for six years, and is a past board member of the Skeena Native Development Society. With a Masters Certification in Project Management from UNBC, Bert is focused on the development of marketing and tourism strategies for the Nisga'a Nation. Bert lives in the Nisga'a village of New Aiyansh. He is the proud father of two beautiful daughters.



DAN OHLER Life Coach

Dan is a proud husband, father, life-long entrepreneur and community-builder. He's a farm boy, and for over 17 years has been supporting organizational and community leaders across Canada to "think outside the barn." He is a Relationship Specialist and Personal Mastery Coach. Concerned about the social and economic crumbling of his rural community of Sangudo, Alberta, a small dedicated group incorporated Sangudo Opportunity Development Co-op in 2010. As a co-founder and Board Chair, Dan was invited to work with the Alberta Community and Co-operative Association to develop the Unleashing Local Capital program, and support the application of that model across rural Alberta, and the rest of Western Canada. To Dan, mobilizing local money is the simplest part. The more complex, exciting, and "success-full" challenge is mobilizing the social, emotional, and intellectual capital that exists in every community.

Information

KEEPING IT RURAL 2017 SPEAKER ORGANIZATIONS

The Bank of I.D.E.A.S (Peter Kenyon) – <https://bankofideas.com.au/>

Intervale Center (Maggie Donin) – www.intervalecenter.org

Kaslo Jazz Festival (Paul Hinrichs) – www.kaslojazzfest.com

Lanesboro Arts (John Davis) – www.lanesboroarts.org/about/lanesboro

Nisga'a Nation (Bert Mercer) – www.nisgaanation.ca

Red Ants Pants (Sarah Calhoun) – <http://www.redantspantsfoundation.org/>

Rosebud School of the Arts (Morris Ertman) – <https://www.rosebudschoolofhearts.com/>

Sangudo Opportunity Development Co-op (Dan Ohler) – <http://sangudocoop.weebly.com/>

Spapium Farm (Paula Cranmer-Underhill) – www.Spapiumfarm.ca

Wallowa Resources (Nils Christoffersen) – <http://www.wallowaresources.org/>

SIBAC ARCHIVAL WEBSITE www.sibacs.com

BC RURAL CENTRE WEBSITE <https://www.bcruralcentre.org>

FURTHER INFORMATION info@bcruralcentre.org

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Thanks for attending **KEEPING IT RURAL 2017**

Stay in touch with what's happening in rural BC and the rest of rural North America — visit our new web platform often!

<https://www.bcruralcentre.org>



<https://www.facebook.com/bcruralcentre/>



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https://www.youtube.com/results?search_query=bc+rural+centre



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