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## ***Investing in Healthy Rural Communities: Harvesting the power of people, place and partnerships***

Wednesday July 1, 2015, University of Wisconsin – Platteville  
ULLSVIK Velzy Commons

### ***Overview***

*The Federal Reserve System and the Robert Wood Johnson Foundation created the Healthy Communities Initiative to enrich the debate on how cross-sector and place-based approaches might revitalize neighborhoods and communities while improving health and well-being for residents. The goal of today's Investing in Healthy Rural Communities summit is to consider more deeply the common interests in resilient, thriving, healthy rural communities that are shared among economic development and community health focused organizations and how this work can succeed in the region's rural context.*

*A large body of research and evidence demonstrates inextricable linkages between economic success and physical and mental well-being. People who live in economically challenged areas endure more stress, are more likely to report their own physical and mental health as being just "fair" or "poor," are more prone to earlier onset of disease, and live shorter lives, irrespective of genetic predispositions. While the relationship between community conditions and the health and well-being of residents is well-established, opportunities for interdisciplinary discussions, with a focus on advancing rural community vitality and health, have been few.*

*Today's event provides an opportunity to dig into what is working to build health, prosperity, and resilience in rural communities. It features national speakers and local leaders in community and economic development and community health improvement work who will share examples of successful community integration between the disciplines from the perspectives of policy, practice, and financing.*

### ***Agenda***

*Today's conference is presented in three parts. The first part features perspectives at the convergence of economic and community development, public health, and a regional perspective of data trends in Illinois, Iowa, and Wisconsin. The second part highlights a series of workshops focused on investing in people, place, and partnerships. The third part looks at where we go from here and offers an agenda of future collaborative work into 2015.*

**ALL PLENARY SESSIONS WILL BE HELD IN THE ULLSVIK VELZY COMMONS**

8:00 a.m.            ***Registration and Continental Breakfast***

9:00 a.m.            ***Welcoming Remarks***

Alicia Williams  
Vice President, Federal Reserve Bank of Chicago

Karen Timberlake  
Director, UW Population Health Institute

9:10 a.m.            ***A Message from UW Platteville***

Robert G. Cramer  
Vice Chancellor for Administrative Services, UW-Platteville

***Part One: Perspectives from Across Sectors***

9:15 a.m.            ***Learning from the Healthy Community Series***

David J. Erickson  
Director, Center for Community Development Investments  
Federal Reserve Bank of San Francisco

9:35 a.m.            ***A Vision to Improve Health in Rural Communities***

David Kindig  
Emeritus Professor of Population Health Sciences, UW-Madison

9:50 a.m.            ***Harnessing the Power of Data***

Matt Kures  
Community Development Specialist, UW-Extension

Christopher Merrett  
Director, Illinois Institute for Rural Affairs

Tim Borich  
Associate Dean for Outreach and Extension, Iowa State University

10:30 a.m.           ***Break, Networking, and Moving to First Breakout Sessions***

*Part Two: Possibilities for Enhanced Strategic Convergence – Reality at Crossroads*

10:45 a.m.      ***Investing in People: Supporting business growth, farming, housing and combined services in rural communities***

***Held in Ullsvik Classroom 112***

***Facilitation Team***

Wally Orzechowski – Moderator  
Executive Director, Southwest CAP

Molly Zuehlke  
Clinic/Nurse Manager, Community Connections Free Clinic

Bob Reeder  
Program Director, Rural LISC

Joe Tomandl III  
Executive Director, Dairy Grazing Apprenticeship Training Program

10:45 a.m.      ***Investing in Place: Advancing Health and Well-being through Community and Economic Development***

***Held in the Velzy Commons***

***Facilitation Team***

Jason Keller – Moderator  
Economic Development and Illinois State Director  
Federal Reserve Bank of Chicago

Norm Walzer  
Senior Research Scholar, Northern Illinois University

Andy Lewis  
Community Development Specialist, UW-Extension

Will Andresen  
Community Resource Development Educator, UW-Extension

Salli Martyniak  
President, Forward Community Investment

10:45 a.m.

***Investing in Place: Healthy Food, Healthy Economy, Healthy People  
(Part 1)***

***Held in Ullsvik Classroom 116***

***Facilitation Team***

Amy Seeboth-Wilson – Moderator  
Sustainability Coordinator, UW-Platteville

Alfonso Morales  
Associate Professor in the Department of Urban and Regional Planning  
UW-Madison

Tom Schraeder  
Executive Director, Hodan Community Services, Inc.

Dana Lieberman  
Managing Director of Lending, IFF

Cecil Wright  
Board President at Maple Valley Co-op and Former Executive from  
Organic Valley

10:45 a.m.

***Investing in Partnerships: The Role of Local Government as Convener  
and Partner***

***Held in the Nohr Gallery***

***Facilitation Team***

Troy Maggied – Moderator  
Planning Manager, Southwestern Wisconsin Regional Planning  
Commission

Sarah Grosshuesch  
Public Health Officer, Adams County Health and Human Services  
Department & Co-chair of the Central Wisconsin Health Partnership

Jane Busch  
President, LIFE Foundation

Jeff Kindrai  
Director/Health Officer, Grant County Health Department

***Moving to Lunch. Please be seated in the ULLSVIK VELZY COMMONS by Noon***

***LUNCH WILL BE SERVED IN THE ULLSVIK VELZY COMMONS***

12:00 p.m.

***Lunch and Keynote Presentations***

Hilary Heishman  
Program Officer, Robert Wood Johnson Foundation

Michael Shuman  
Author, *The Local Economy Solution*

1:30 p.m.

***Break and Moving to Final Breakout Sessions***

1:45 p.m.

***Investing in People: Trends in Rural Workforce Development***

***Held in Ullsvik Classroom 116***

***Facilitation Team***

Gene Dalhoff – Moderator  
Vice President of Talent and Education, MadREP

Jason S. Wood  
President, Southwest Wisconsin Technical College

Jim Golembeski  
Executive Director, Bay Area Workforce Development Board

Rachelle Howe  
Executive Director, Upper Explorerland Regional Planning Commission

1:45 p.m.

***Investing in Place: Expanding Rural Broadband Infrastructure & Adoption***

***Held in Ullsvik Classroom 112***

***Facilitation Team***

Maria Alvarez-Stroud – Moderator  
Director, University of Wisconsin-Extension's Broadband & E-Commerce Education Center

Denise Webb  
Wisconsin eHealth Program Director/State Health IT Coordinator

Rick Rolfsmeyer  
Executive Director, Wisconsin Rural Partners

Mary Kluz  
Community Resource Development Agent, Cooperative Extension

1:45 p.m.

***Investing in Place: Healthy Food, Healthy Economy, Healthy People  
(Part 2)***

***Held in the Nohr Gallery***

***Facilitation Team***

Laura Paine – Moderator  
Program Director, Dairy Grazing Apprenticeship

Louise Hemstead  
COO, Organic Valley

Paul Dietmann  
Emerging Markets Specialist, Badgerland Financial

Teresa Engel  
Buy Local, Buy Wisconsin Program Manager, DATCP

1:45 p.m.

***Investing in Partnerships: Financing Innovative Approaches to  
Healthy Community Development***

***Held in the Velzy Commons***

***Facilitation Team***

Carrie Vanderford Sanders – Moderator  
Vice President of Lending Services, Forward Community Investment

Ed White  
Economic Development Manager, Southwestern Wisconsin Regional  
Planning Commission

Lisa Richter  
Principal, Avivar Capital

Jennifer Riggenbach  
Chief Collaboration Officer, Encourage Community Foundation

Diane Schobert  
Board Member, Impact Seven

3:00 p.m.

***Break, Ice Cream Social and Moving to Closing Exercise***

Part Three: Where Do We Go From Here?

**PLENARY SESSION IN THE ULLSVIK VELZY COMMONS**

3:15 p.m.            ***Closing Exercise***

*The summit ends with a "crowd source" exercise designed to identify the 10 very best ideas that can be implemented in rural communities to advance health, well-being, and prosperity.*

Darrin Harris  
Consultant, Facilitator, Office of Quality Improvement, UW-Madison

4:00 p.m.            ***Closing Remarks and Adjourn***

Steven W. Kuehl  
Economic Development and Wisconsin State Director  
Federal Reserve Bank of Chicago

**Thank you for joining us for today's summit!**