

# MISSOURI MAIN STREET CONNECTION QUARTERLY WORKSHOP



## HOW TO START A STARTUP

## BUILDING A SUPPORTIVE ENVIRONMENT FOR OUR DOWNTOWN ENTREPRENEURS

SEPTEMBER 13, 2019

in JEFFERSON CITY, MISSOURI

For many communities, our small businesses are working at an “independent” level, trying their best to succeed and in some cases, to just stay afloat without an active support system in place to help them address needs and market opportunities. While overall economic development efforts in communities of all sizes don’t always include attention and support to small businesses, Main Street is all about strengthening our existing local economy by supporting our downtown entrepreneurs. From developing retail promotions that work, to cutting-edge tools that add understanding on trends and best practices, this session will highlight important strategies to not only position your Main Street program as a valuable partner, but consciously build a strong supportive environment for the success of our downtown entrepreneurs.

### HOTEL INFO:

**DoubleTree Hotel**, 422 Monroe Street, Jefferson City, Missouri 65101. *Mention Missouri Main Street Quarterly Workshop for the room block rate of \$116 plus tax.* Reservations 573-636-5101 or go to [MoMainStreet.org](http://MoMainStreet.org).



### WORKSHOP INFO:

**DATE:** Friday, September 13, 2019

**TIME:** 9:00 am to 4:30 pm

**LOCATION:** Governor’s Office Building,  
200 Madison Street, Room 450,  
Jefferson City, MO 65101

**REGISTRATION:** \$100 per person for Missouri Main Street members and \$200 for non-members. After Aug. 30<sup>th</sup>, add \$25.

**REGISTER at [MoMainStreet.org](http://MoMainStreet.org)**  
or by filling out the registration form  
on the back of this flyer.

**REGISTER TODAY**  
at [MoMainStreet.org!](http://MoMainStreet.org)



*Speaker*  
**NORMA RAMIREZ DE MIESS**

Norma offers over 20 years of direct leadership experience and a passion for building communities with strong sense of place and economic vitality. As a Senior Program Officer for the National Main Street Center, Norma works with state partners and hundreds of communities across the country defining strategies & supporting effective implementation of revitalization efforts.

Prior to joining the Center, Norma provided direct Main Street leadership and nonprofit management at the local level in Elgin, IL where she was recognized for her leadership in pioneering successful and inclusive downtown revitalization. Her multicultural background continues to be a great asset in helping communities understand increasingly changing demographics. She developed the Center's Diversity services offering strategies to foster inclusive engagement and support to multicultural entrepreneurs. Raised in a family of entrepreneurs and community leaders also provides direct and unique understanding on the needs of small businesses and the impact of their involvement in community initiatives.

Norma has a Bachelor of Science in Language and studied Civil Engineering with an emphasis in transportation. She uses her training to educate leaders on the importance of addressing physical improvements while ensuring the preservation of authentic character as a distinctive market advantage for communities. Her work in heritage tourism offer insightful tools that help recognize community assets and promote unique destinations.

As Director of Leadership Development, Norma is passionate about supporting the crucial role of local leaders in building successful revitalization efforts. She helped define the framework for Main Street America Institute, the Center's professional development program and conducts regular leadership trainings at state-wide and national conferences.

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*All cancellations/refunds must be submitted in writing. Cancellations after September 9<sup>th</sup> are not refundable.*

1<sup>st</sup> Attendee Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_ Zip: \_\_\_\_\_

2<sup>nd</sup> Attendee Name: \_\_\_\_\_

Email: \_\_\_\_\_

3<sup>rd</sup> Attendee Name: \_\_\_\_\_

Email: \_\_\_\_\_

4<sup>th</sup> Attendee Name: \_\_\_\_\_

Email: \_\_\_\_\_

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Certain project costs have been underwritten by the Missouri Department of Economic Development, Neighborhood Assistance Program, and USDA Rural Development.

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