



**Northwest Arkansas Community Leadership Visit
September 26-28, 2022
Final Program Agenda**

MONDAY, SEPTEMBER 26

- 6:15 a.m.** Arrive and park at Bear Park North at the corner of Cherry & Clay
725 E. Cherry Street
- 6:45 a.m.** Depart for [Skylight Cinema](#)
350 SW A St, Bentonville, AR 72712
- 9:30 a.m.** **Session 1: Setting the Stage - Welcome to Northwest Arkansas**
*Mike Malone, Vice Chancellor for Economic Development - University of Arkansas
(confirmed)*
- 9:50 a.m.** **Session 2: Northwest Arkansas - A History of Regional Collaboration**
*Mike Malone, Vice Chancellor for Economic Development - University of Arkansas
(moderator, confirmed)*
*Raymond Burns, President/CEO – Rogers-Lowell Area Chamber of Commerce
(confirmed)*
Steve Clark, President and CEO - Fayetteville Chamber of Commerce (confirmed)
Bill Rogers, President – Springdale Chamber of Commerce (confirmed)
*Arthur Hulbert, President and CEO- Siloam Springs Chamber of Commerce
(confirmed)*
- 10:50 a.m.** Break and walk to the [Record Downtown](#)
104 SW A St, Bentonville, AR 72712

- 11:20 p.m.** **Session 3: Building and Leveraging a Regional Brand** *(working lunch)*
Krista Cupp, VP, Community Affairs - Runway Group (moderator, confirmed)
Toby Teeter, Director, The Collaborative – University of Arkansas (confirmed)
Nate Green, Communication – Northwest Arkansas Council (confirmed)
April Seggebruch, Chief Strategy Officer and Co-Founder - Movista (confirmed)
- 12:20 p.m.** Break
- 12:40 p.m.** **Session 4: The Mountain Biking Capital of the World**
Gary Vernon, Program Officer, Walton Personal Philanthropy Group – Walton Family Foundation (confirmed)
Erin Rushing, Executive Director – NWA Trailblazers (confirmed)
David Wright, Director – Bentonville Parks & Recreation (confirmed)
- 1:45 p.m.** **Depart for community immersion activities (see app for logistical info)**
- 4:45 p.m.** All groups return to the [21c Museum Hotel Bentonville](#)
200 NE A St, Bentonville, AR 72712
- 5:35 p.m.** Meet in hotel lobby
- 5:40 p.m.** Walkers depart for trail to [Crystal Bridges Museum of American Art](#)
600 Museum Way, Bentonville, AR 72712
- 5:50 p.m.** Bus departs for Crystal Bridges
- 6:00 p.m.** Crystal Bridges Museum of American Art
Self-guided tour of the permanent galleries 2 & 3
- 6:45 p.m.** **Return to the Eleven Event Venue to be seated by 7:00 p.m. for dinner and program**
- 7:00 p.m.** **Group Dinner at Crystal Bridges Museum of American Art**
Special Guest Speaker Jim Walton (confirmed)
- 8:45 p.m.** Depart for Hotel
- Overnight** 21c Museum Hotel Bentonville

TUESDAY, SEPTEMBER 27

- 6:00 a.m.** Starting at 6:00 a.m., breakfast buffet available on the first floor of the hotel in the main gallery meeting space
- 7:30 a.m.** **Session 5: A Conversation with Congressman Steve Womack (confirmed)**
(session to be held in breakfast meeting room space)
- 8:15 a.m.** Depart for [Fayetteville Public Library](#)
401 W. Mountain St. Fayetteville, AR 72701
- 9:15 a.m.** **Library Welcome**
David Johnson, Executive Director – Fayetteville Public Library (confirmed)
- 9:20 a.m.** **Session 6: Inflection Points - The Northwest Arkansas Council**
Nelson Peacock, President & CEO - Northwest Arkansas Council (moderator, confirmed)
Duke McLarty, Workforce Housing – Northwest Arkansas Council (confirmed)
Dr. Joe Rollins, Workforce Development – Northwest Arkansas Council (confirmed)
Jeannette Balleza Collins, Entrepreneurship- Northwest Arkansas Council (confirmed)
- 10:20 a.m.** Break
- 10:40 a.m.** **Session 7: The Future of Industry - Next Generation Mobility**
Jordan Bearden, Senior Manager, Corporate & Community Affairs- Runway Group (moderator, confirmed)
Dr. Heather Nachtman, Associate Dean for Research, College of Engineering – University of Arkansas (confirmed)
Chris Moore, VP of Government Relations – Canoo (confirmed)
Alex Buckley, Director, Delivery and Hub Solutions – DroneUp (confirmed)
- 11:40 a.m.** Depart for the University of Arkansas Razorback Stadium - SEC Club
350 North Razorback Road Fayetteville, AR 72701
- 12:15 p.m.** **Welcome to the University of Arkansas**
Hunter Yurachek, Vice Chancellor - Athletics - The University of Arkansas (working lunch)

- 12:30 p.m. Session 8: World Class Region, World Class Talent**
Moderator Graham Cobb, Walton Enterprises (confirmed)
Clint Schaff, Founder, FIXIN Media & Experiences (confirmed)
April Roy, Founder- femPAQ (confirmed)
Kristin Mann, Film / TV / Commercial Producer (confirmed)
Allyson de la Houssaye, Executive Director – Women of Oz (confirmed)
- 1:30 p.m. Group A: Depart for Historic Downtown Rogers (BUS 1)**
 101 E Cherry St, Rogers, AR 72756
- Groups B & C: Depart for Brightwater/8th Street Market & The Momentary (BUS 2)**
 801 SE 8th St., Bentonville, AR 72712
- 2:20 p.m. Group A- Downtown Rogers Tour**
Ross Phillips, Senior Vice President of Community Development – Rogers-Lowell Area Chamber of Commerce
Karen Wagaman, Vice President of Downtown Development – Rogers-Lowell Area Chamber of Commerce
Shawn Grindstaff, Deputy Director, Community Development- City of Rogers
- 2:20 p.m. Groups B - Brightwater/8th Street Market Tour**
Marshall Shafkowitz, Executive Director – Brightwater– Northwest Arkansas Community College
Cindy Lasater, Executive Administrative Assistant- Brightwater – Northwest Arkansas Community College
- Group C - Self guided tour of The Momentary**
- 3:30 p.m. Groups A, B & C all depart for hotel**
- 3:45 p.m. Arrive at 21c Museum Hotel Bentonville**
- 4:45 p.m. Meet in Hotel Lobby**
- 5:00 p.m. Depart for Reception at Thaden Field**
 2205 SW I Street, Bentonville, AR 72712
- 5:30 p.m. Reception with Northwest Arkansas Community Leaders**
- 6:45 p.m. Depart for Small Group Dinners**

- 7:00 p.m. Small Group Dinners:**
- Bus 1:**
The Hive
 200 NE A St.
- Table Mesa**
 110 East W Central Ave.
- Blake Street Social House**
 301 NE Blake St.
- The Preacher's Son**
 201 NW A St.
- Bus 2:**
Tavola Trattoria
 108 SE A St.
- Conifer Bentonville**
 321 SE 2nd St.
- Oven & Tap**
 215 S Main St #3
- Overnight** 21c Museum Hotel Bentonville

WEDNESDAY, SEPTEMBER 28

- 6:30 a.m.** Starting at 6:30 a.m., breakfast buffet available on the first floor of the hotel in the main gallery meeting space
- 7:00 a.m.** **Beginning at 7:00 a.m., bring your luggage down and load on to bus**
- 8:15 a.m.** **Session 9: Strengthening the Heartland through World Class Research**
Blake Woolsey, Chief Communication & Development Officer- Heartland Forward (confirmed)
- 9:00 a.m.** Depart for Group Debrief
- 9:45 a.m.** Arrive at [Heroncrest Event Center](#)
 1579 East Lake Road, Elm Springs AR 72762
- 10:00 a.m.** **Group debrief (will include working lunch)**
- 12:15 p.m.** Depart for Springfield
- 2:30 p.m.** Arrive at parking garage