

## **Welcome, Lunch & Keynote:** The Idea Friendly Method: Open Up to New Ideas

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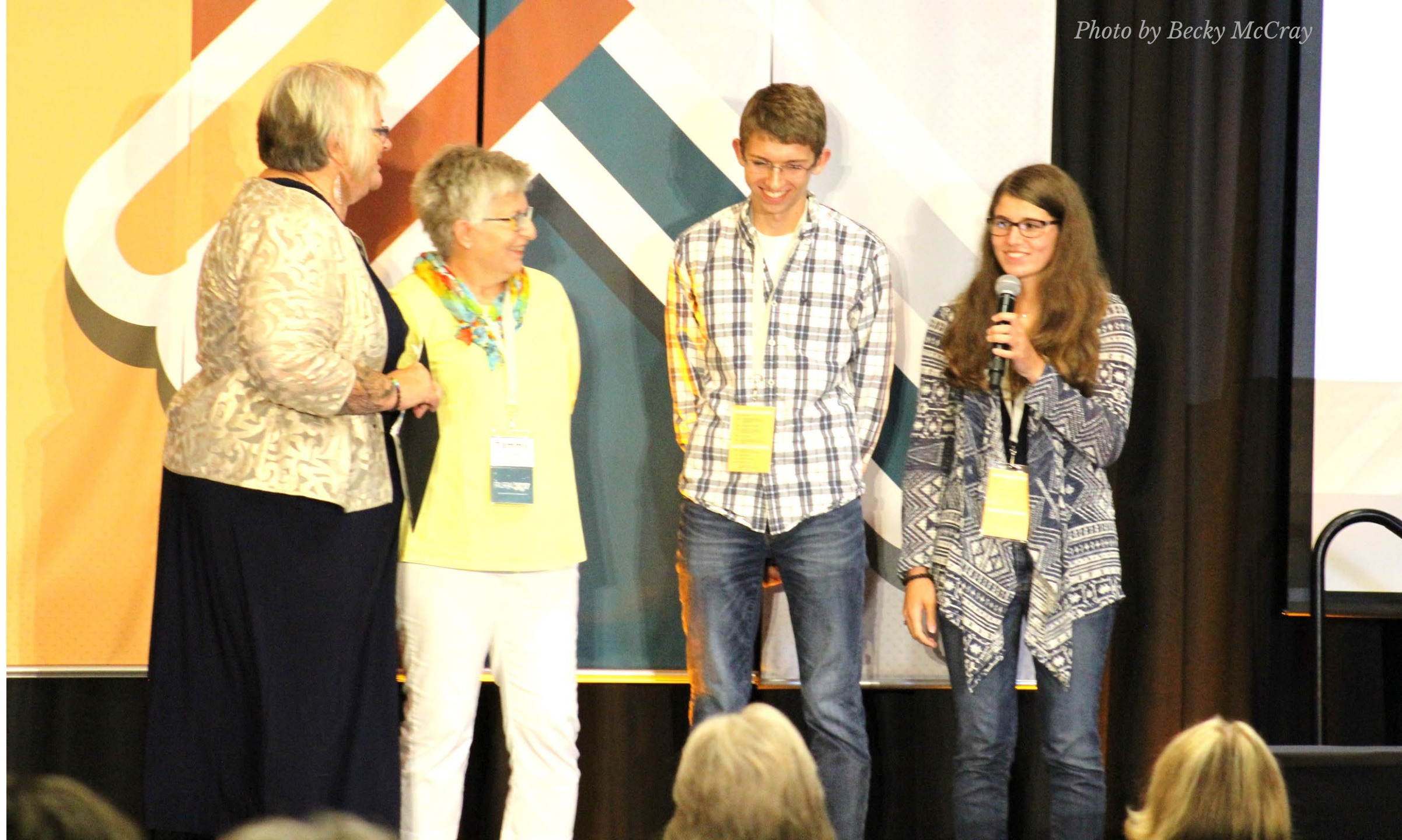
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*.town*



*Photo CC by  
Baker County Tourism*

**The Idea Friendly Method: Open Up to New Ideas**  
**Becky McCray**



**“We tried that once”**

**“That will never work here”**

**“Slow down, let us ask questions”**

# Negative people think they're helping

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*Photo CC by Andy Hayes*

# **We overestimate the risk of failure and deny the cost of inaction**

Margie Warrell



**Even if you're on the right track,  
you'll get run over if you just sit there.**

Will Rogers

Tillamook County, Oregon

Photo CC by Andy Hayes

**When I got elected, I thought it was my job to do cool stuff.**



*Rural Oregon  
Photo CC by Aaron Hockley*

**It turns out it's actually to empower other people to do cool stuff.**

Sharon Shewmake, Washington State Senator



*Alva, Oklahoma  
Photo by Alva Friends of Play*



*Photo by Becky McCray*

*Photo via Alva Friends of Play*



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# IDEA FRIENDLY

*Gather Your Crowd*

*Build Connections*

*Take Small Steps*

**We don't fall for cities. We fall for the version  
of ourselves they let us become.**

Sanjay Chandwani



*Portland  
Photo CC  
by drbutoni*

# *If our town*

**If our town had...**

**If our town was...**

*Write it down now*

# Gather Your Crowd

*The Idea Friendly Method*

*Photo CC by La Grande Oregon  
Economic Development*

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# Old Way: Serve on our committees



New Way: *Be a movement*

# Not committees

## *Activities*

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*Photo via Caldwell Art Brigade*



# Activity at the site

*If our town*

**If we gathered our crowd...**

*Write it down now*

*Photo CC by La Grande Oregon  
Economic Development*



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**Build Connections**  
*The Idea Friendly Method*

# Old way: present to the board

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*Photo via Library of Congress*

Photo CC by  
Bill Erickson



*Photo via Charisma Charisma*



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# **RURAL JOBS**

*Creation Strategies*

*If our town*

**If we built connections...**

*Write it down now*

# Take Small Steps

*The Idea Friendly Method*



# Old way: Meet and plan



*Photo via Library of Congress*

*Davenport, Oregon  
Photo CC by Max Rae*

**Trying to avoid failure  
by out-thinking it  
dooms you to fail.**

Ed Catmull



**New Way:  
Try something now!**

*Tionesta, PA  
Photo via Forest County IDA-IDC*



# Market Village

Tionesta, PA

*Photo via Forest County IDA-IDC*

*Photo via Zuni Pueblo Main Street, FB*



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# **INNOVATIVE**

*Rural Business Models*

*Timberline Lodge, Oregon  
Photo CC by Andy Hayes*

**Failure is free, high-quality research,  
offering direct evidence of what works  
and what doesn't.**

Clay Shirky

*If our town*

**If we took a small step...**

*Write it down now*



PULLMAN FARMERS MARKET

Wednesdays  
9 AM thru October  
9 AM - 6 PM

Parking Lot  
Amiaken  
Produce ♦ Bread  
Herbs ♦ Meat  
Flowers ♦ Grains

Buy Fresh

# Old way: Another Clean Up Day



# Idea Friendly: Clean Your Own Sidewalk Day

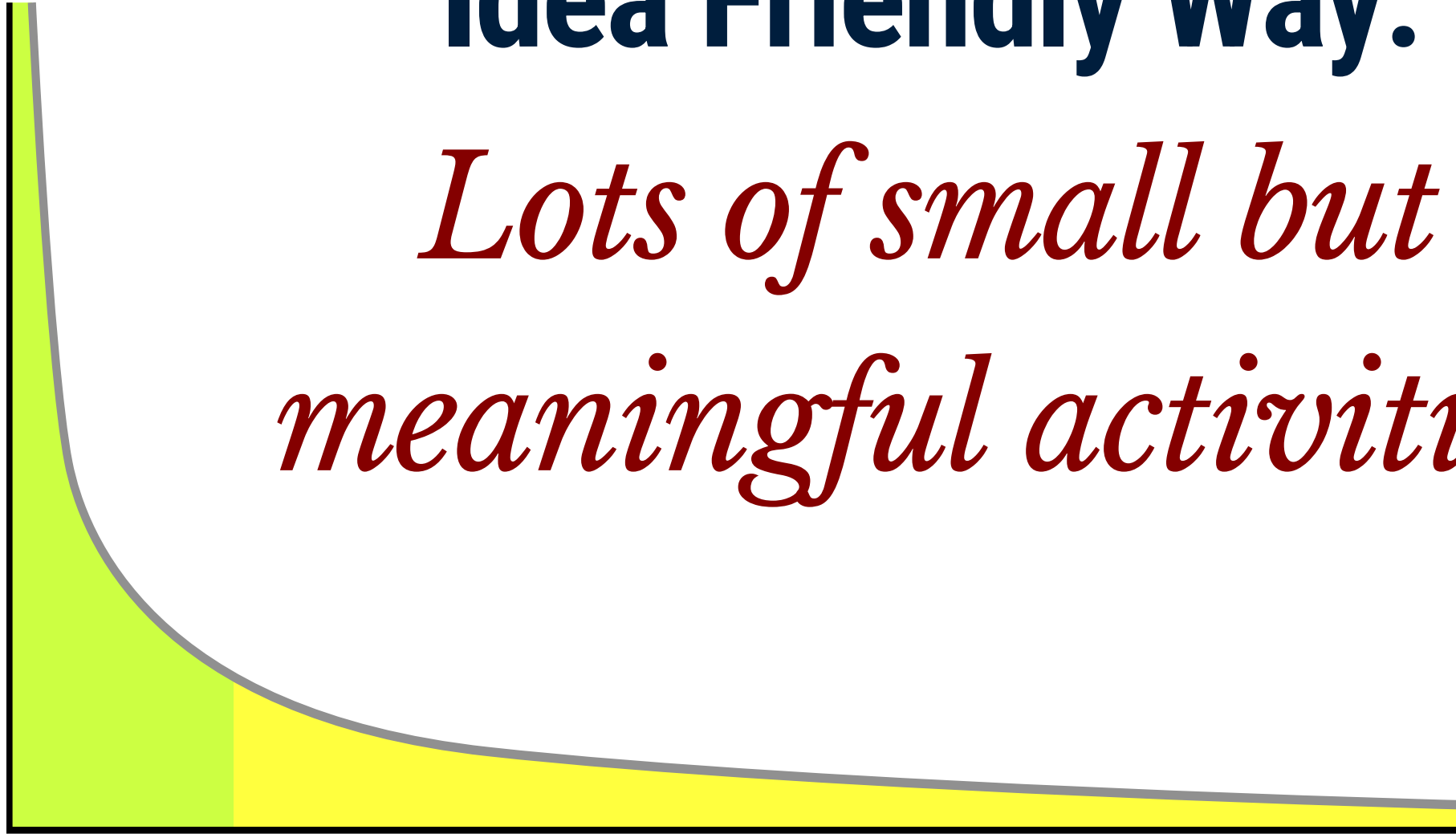


Photo by Becky McCray

**Not convincing.**

*Enticing.*





**Idea Friendly Way:**

*Lots of small but  
meaningful activities*

*If our town*

**Smaller, more meaningful**

*Write it down now*

# You can't lose people who were never yours



*Photo CC by NACA NASA*



**Waynoka Council Faction Creates Own  
Fireworks - City Administrator Fired**

*Photo by Mark Carson  
Woods County News*

*Photo by Alan Weinkrantz*



*#SmallTown2012*



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**Small Biz Survival**  
 by and for small business people in rural areas

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Jan. January 25, 2020  
 Small Business Summit in NYC  
 hosted by Becky McCray at 3:54 PM

February 11 our friend Ramon Ray is co-producing the Third Annual Small Business Summit in New York City. (OK, that's not very small town, but hey, you want to make the trip.)

expects 400 attendees, up from 330 people last year and 40 exhibitors. All business owners, small business experts and executives from small businesses such as Dell and Network Solutions. Sponsors include Google, Facebook and many others.

Using the agenda, I'm excited to see some of our friends presenting:

- Anita Campbell, *Small Business, Big Dreams*
- Laura Allen, *Small Business, Big Dreams*
- Marketing in a Digital World: How to Grow Your Business



*Small Town Cool*



*Local*

MEMORIAL STRENGTHSFINDER

ON SALE FEB. 2018 SWITCH CHIP HEATH & KATHERINE E. JOZC

John A. Quelch and Katherine E. Jocz **All Business is Local**  
 Why Place Matters More Than Ever in a Global Economy

SMALL TOWN Sexy THE ALLURE OF SMALL TOWN AMERICA

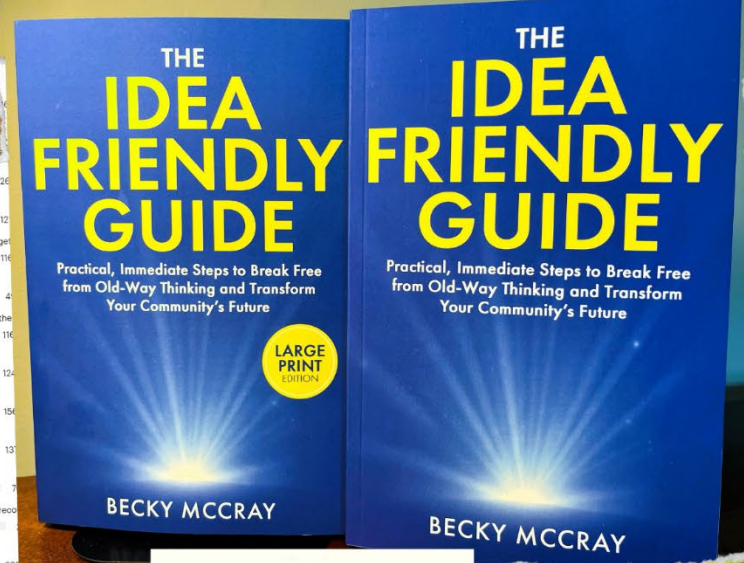
SHUMAN LOCAL DOLLARS, LOCAL PROBLEMS

BEYOND THE WALL OF RESISTANCE

ck Schultz BOOMTOWN USA The 7 1/2 Keys to Big Success



*change*



*Entrepreneurs*



*Tourism & Arts*

CONTENT RULES How to Create Content That Matters

Locavesting THE REVOLUTION IN LOCAL INVESTING AND HOW TO PROFIT FROM IT

crowdstorm

ERT TOR The MOM & POP STORE How the Unsung Heroes of the American Economy Are Surviving and Thriving

ADDSIDE MBA Back Road Lessons for Entrepreneurs, Executives, and Small Business

MICHAEL MAZZA PAUL OYER, A SCOTT SCHWARTZ

CLAY SHIRK HERE COMES EVERYBODY

COMMUNITY PETER BLOCK

SMALL TOWN RULES How Big Brands and Small Businesses Can Prosper in a Commercial Economy

*Community*



*Development*

*Survey of Rural CHALLENGES*

What small town people see as their biggest challenges

And what topics rural people most want help with



*REAL Rural*



**You build a stronger community through new experiences that bring people together from across different groups to each play a meaningful role.**

- 1. Gather Your Crowd for shared experiences.**
- 2. Build Connections between people across different groups.**
- 3. Give everyone a meaningful way to Take Small Steps.**

# IDEA FRIENDLY

*Gather Your Crowd*

*Build Connections*

*Take Small Steps*



**You don't have to know all the answers**

*if you can be open to new ideas.*

# Let go of judging ideas

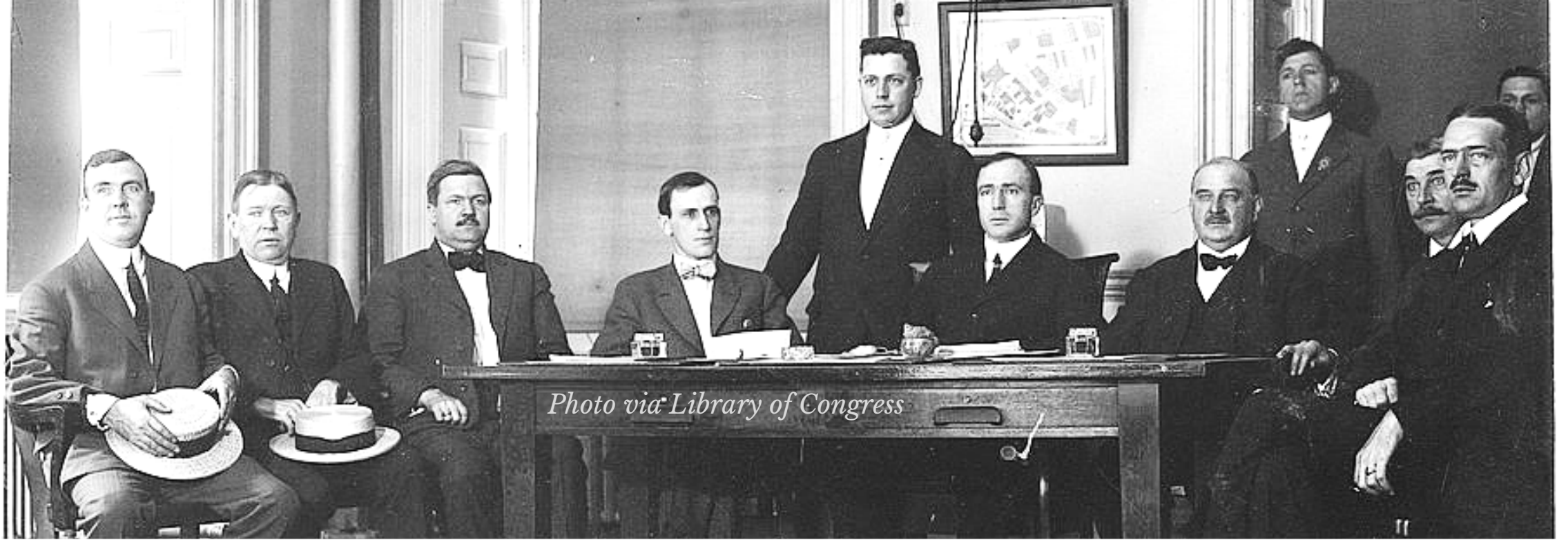


*Photo CC by NKCR*



# Start temporary

Photo CC by  
FWC FWRI



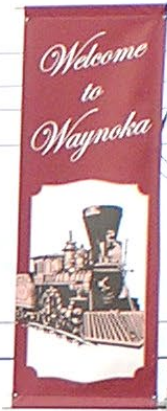
# How will inaction cost us, one year from now?

Margie Warrell



*Photo by Becky McCray*

UNITED STATES POST OFFICE  
WAYNOKA, OKLAHOMA



**Pick one**



# New way: real life rendering



*Photo by Jeanne Cole*

# Your community is different

*Silverton, Oregon  
Photo CC by Edmund Garman*



**It will never go back to the way it used to be.**

**We start from  
here and go  
forward.**

# Becky McCray

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# First 10 Steps PDF

*Free, no email required*

<https://SaveYour.Town/First10Steps>

