

**Heart & Soul TALKS**

Going Big in Small Places:  
Millennials Make Their Mark in  
America's Towns



Presented in partnership with:

 

## Webinar Live Participant Chat – Transcript

November 14, 2018

Orton Family Foundation: Welcome everyone! How many millennials do we have joining us? Let us know who you are and where you're living!

Kacie Hopkins: Kacie and Joe Hopkins-Avis, PA

Madeline Moore: Madeline Moore - Chinook, Washington

Cassie: Cassie B from Marietta Ohio

Stanzi Bliss: Millennial here from Adirondack Foundation in Upstate NY tuning in.

Evelyn Immonen: Evelyn Immonen from Western PA, currently working in DC

Emily S.: Emily Sadewasser - Guttenberg, Iowa.

Caitlin Richardson: millennial from Wisconsin

Desiree Demski-Hamelin: Desiree Demski-Hamelin, millennial from, living, and working in North Central Massachusetts

Sarah Pytalski: Sarah Pytalski from Glide, Oregon - currently working in DC

Kurt: Kurt Heischmidt - Cookeville, TN

Katie Greene: Katie Greene - North Carolina

Ryan Fowler: Ryan Fowler - Columbia, TN

William Deng: William Deng-Aberdeen, South Dakota

Diane Moskow-McKenzie: Diane Moskow-McKenzie, Myrtle Beach, SC. Not a millennial - just a little

older

Orton Family Foundation: Awesome--welcome all! From Orton we have Kyla Fischer hailing from Vermont and Caitlyn Davison in New Gloucester, ME

Vicki: Vicki Oakes in Ortonville MN

Ida: Iron Range- Northern MN, but just a bit older than millennial

Orton Family Foundation: Yay Ortonville! :)

Kel 2: Ben's echo is because his speakers are feeding back through his microphone. For webinars presenters should always us headset with separate mikes.

Jennifer P Brown: Not a millennial but very interested in rural journalism and communities -- Jennifer P. Brown, Hopkinsville, KY

Lora Sharkey: Lora Sharkey- Southport NC

Jared: Jared Valdez here from Pennsylvania Humanities Council

Tara Mastel: Tara Mastel, Montana State University Extension, Local Government Center working remotely in Red Lodge MT

Orton Family Foundation: Kel--sorry you are hearing an echo. Anyone else having trouble with the audio?

Dan Vorisek: Dan Vorisek: Athens Ohio - tail end of baby boomers

Katelyn 2: Katie - originally from a small rural town in New York but now in Denver, CO and I am a proud millennial!

Kel 2: its okay just not great

Dayna Singleton - Town of Kershaw: Dayna Singleton - Town of Kershaw Heart & Soul - small town of 2,000

Katelyn: Katelyn currently in Branson, Missouri, originally from an extremely small town in southeast Missouri.

Debbie Israel: Debbie Israel Shasta Lake CA

Becky Parker: Becky Parker and Edie Barrett, Ortonville, MN

Heidi Ames: Heidi Ames, brown and raised in rural MN, living and working in far northern - and very rural - New York State.

Kim: Hedley, British Columbia

J Dean: Alexandria, Louisiana

Angelique Wood: Angelique Wood, Summerland

Heidi Ames: Oops - born and raised...

Kel 2: Boomer - but I work with many amazing hard working, creative, smart, values-driven millennials!

Katie: Katie, 33, just moved to tiny Grand Lake, CO, from Denver, CO

Lia: Lia, 45, lives in Washington, DC, but raised on a farm near Morris, MN

Corey Hoyt: 30, from Laconia, New Hampshire

Orton Family Foundation: Katie--Are you connected with Heart & Soul in Grand Lake? Great things are happening there: <https://www.facebook.com/grandlakeheartandsoul>

Kel 2: Rossland, BC, Canada. Rural, mountainous, snowy and awesome.

Nicole: Nicole Gratton, rural Northern Vermont.

Orton Family Foundation: Welcome to all the Canadians!

Katie: Orton--I just recently discovered it and plan to get involved soon!

Orton Family Foundation: Want to learn more about Ben's research? Check out  
<https://extension.umn.edu/economic-development/rural-brain-gain-migration>

Rachael Pressley: Rachael Pressley living in a rural community in the Western Upper Peninsula, Michigan

Orton Family Foundation: Glad to hear it, Katie!!

Orton Family Foundation: Anyone part of this diversification trend--do you work from home? Run your own business from a rural area?

Lia: I spend 1-2 months back home each summer- I work remotely. Trying to keep farm community vital and see possibly future possibilities

Kacie Hopkins: Yes, I work from home. I own a business that is part online and part teaching in the community.

Katie: I work from home as a freelance writer, which is a career I pursued in order to be able to live somewhere remote/be location independent

Dayna Singleton - Town of Kershaw: There are several ppl that I know in the Heart & Soul Leadership that work from home (internet based businesses)

Madeline Moore: My husband and I are both millennials in Chinook WA and we own a small bakery and a small metal working business. My husband also works as a distiller at a small distillery. You've got to

wear many hats when you live in rural ! And I run an organization call Rethinking Rural which focuses on rural millennials... check it out: [www.rethinkingrural.org](http://www.rethinkingrural.org)

Orton Family Foundation: Thanks for sharing your work from home stories, Kacie, Katie, Lia! Excited to check out the link, Madeline!

Lia: one thing: I'm from the community that Ben talked about- with the bike club- I am the person who spends 1-2 months each summer there, but I had no idea that such a thing existed. Are there ways to get information like this to people?

Lia: Do others find this to be an issue- a good place to find out what's happening in a community?

Cassie: We have a locally run online 'magazine' that tries to feature all the local events around town. FB events are one of the ways everyone shares things from what I've seen.

Orton Family Foundation: Cassie--do you mind sharing a link so we can see the example?

Jennifer P Brown: I am co-chair of the National Advisory Board for the Institute for Rural Journalism and Community Issues, which published The Rural Blog, a digest of events, trends, issues and ideas and journalism from and about rural America. <https://irjci.blogspot.com>

Cassie: <http://clutchmov.com/>

Cassie: It features local stories, business's, an events calendar etc.

Orton Family Foundation: We do something similar in my town for sharing information and events. It is a hyperlocal blog hosted on WordPress--run by volunteers. <http://ngxchange.org/>

Orton Family Foundation: Thanks for the link, Jennifer! Are there resources for hyperlocal media that you'd point people to?

Lia: these are great!

Kate: We promote small towns in the Greater Philadelphia Region through the Classic Towns program @ [classictowns.org](http://classictowns.org) (Oxford, Pa; Souderton-Telford, PA; Merchantville, NJ, etc.)

Lia: Thank you!

Dayna Singleton - Town of Kershaw: We had a problem getting what is going on out in our community - now that we have started Heart & Soul we worked on the communication aspect of it first. The Town's website has been revamped and has gained back the trust of the community as a reliable source of information; also the Town has a social media presence that has been received by the community with enthusiasm in addition having a good relationship with the local as well as the county newspaper for

getting information out.

Orton Family Foundation: Thanks, Dayna! Love seeing what you are posting on Facebook.

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

Dayna Singleton - Town of Kershaw: Thank you! :-)

Orton Family Foundation: Kate--great to hear about how you are promoting towns in PA and NJ!

Ben Winchester: Great point Brittany, we call this "Living in the Middle of Everywhere" - no town is a one-stop-shop anymore with regards to living, working, shopping, and playing.

Ben Winchester:(a play on the Middle of Nowhere negative narrative)

Orton Family Foundation: Thanks Ben! Do you have a link that talks about what the Middle of Everywhere exercise looks like?

Orton Family Foundation: Here is the Guide to Greater Galesburg resource that Brittany mentioned:

<https://www.dropbox.com/sh/2sv0uxe3ank0itl/AAC7r3ZraWdHzTws9WcD-0Lia?dl=0>

Ben Winchester: Sorry, I don't have a link but if folks want to know more about that exercise they can sure contact me.

Jennifer P Brown: Yes, The Rural Blog is a great resource to help people at hyperlocal media understand how to identify the most important issues in their communities. The blog is updated with four, five or six new entries every weekday. We really aim to help people identify what needs to be explained and explored in local communities. There's another organization called LION, or Local Independent Online News, which might be a good source for how to get up and running with a new site.

Orton Family Foundation: Bree's Barbershop...just in case you make it to Laconia:

<http://www.polishedandproper.com/>

Orton Family Foundation: Thanks, Jennifer! I'm sure others will be interested to check out LION and your site. <https://www.lionpublishers.com/>

Corey Hoyt: Bree is a local celebrity in Laconia, NH for her barbershop. I was there this morning!

Orton Family Foundation: Thanks, Corey! We love her story!

[https://www.laconiadailysun.com/business/local/spotlight-in-laconia-barber-bree-henderson-has-found-family/article\\_ac621d0e-86be-11e8-bf98-4b578dc47680.html](https://www.laconiadailysun.com/business/local/spotlight-in-laconia-barber-bree-henderson-has-found-family/article_ac621d0e-86be-11e8-bf98-4b578dc47680.html)

Sharon Liggett: Check out our University of Georgia initiative the Archway Partnership, , a unit of Public Service and Outreach created to enhance the University of Georgia's land-grant mission of teaching,

research, and service while addressing self-identified community issues in geographically dispersed locations across the State of Georgia. Founded on the principles of collaboration and knowledge-based decision-making, the Archway Partnership empowers communities to address long-standing and critical self-identified community and economic development needs. Our Archway Partnership communities have addressed issues related to economic development, education, workforce development, leadership, health and welfare, overall quality of life, and more...

Jennifer P Brown: And while we're talking about false narratives of rural America ... it's important to remember the important work being done by community newspapers. Subscribe! In many cases, the local newspaper is one of the oldest, if not THE oldest, business in your town with a huge amount of institutional knowledge and a mission to make your places better.

Jennifer P Brown: I mean to point out that local papers still matter.

Orton Family Foundation: Thank you, Sharon! Here is a link to the Archway Partnership for anyone wanting to learn more: <http://www.archwaypartnership.uga.edu/>

Orton Family Foundation: They do matter--great point, Jennifer.

Diedra Silbert: Thanks for all the great links!

Orton Family Foundation: National Rural Assembly: <http://ruralassembly.org/>

Orton Family Foundation: More from Whitney here: <https://www.dailyyonder.com/practicing-small-town-art-participation/2017/11/02/22146/>

Orton Family Foundation: Some of the folks that Whitney mentioned are...

Orton Family Foundation :Anna Claussen: <https://www.iatp.org/about/staff/anna-clausen>

Orton Family Foundation: Nikiko Masumoto: <http://www.masumoto.com/about-us/>

Orton Family Foundation: Tim Lampkin: <http://www.timlampkin.com/about/>

Orton Family Foundation: Thanks to everyone who joined us today! We still have time for Q&A with our speakers, so don't leave us yet. Before you jump off, please let us know what you thought of today's event: <https://www.surveymonkey.com/r/ortonmillennialswebinar>

Bronwyn Lucas: Will there be a video recording of this?

Kit Armour: Can you please follow up with a communication of all those great links. I.e. copy and paste the chat box in an email. thanks.

Orton Family Foundation: Yes, Bronwyn- there will be! It will include all of the participant chat and great

links as well.

Cynthia Nikitin: Greetings to all the "Ruralennials" out there! Cynthia Nikitin, Director Citizens' Institute on Rural Design

Kit Armour: Perfect thanks from Wyoming!

Leslie Wright: We send out a recording to all call registrants.

Orton Family Foundation: Kit--we will share out info from the chat as well.

Orton Family Foundation: Hello beautiful Cynthia! Shout out to the great work happening at Project for Public Spaces: <https://www.pps.org/>. PPS has been a leader in the rural realm through the Citizens Institute on Rural Design: <https://www.rural-design.org/>

Cynthia Nikitin: Thank you dear friends at Orton. You've been wonderful partners along our 6 year journey.

Betsy Hands: Great discussion - thanks!

Catherine: AMEN!!! To Ben's comment

Katie: I would love a newcomer supper!

Kent Walker: That is an awesome idea, Ben!

Katie Greene: Agree 100% Ben!! Thank you!!

Kacie Hopkins: Love the newcomer supper idea!

Jennifer P Brown: I've heard many excellent ideas here.

Orton Family Foundation: Yes! Best \$50 ever spend--love it!

Orton Family Foundation: Thank you all so much for joining us today. To learn more about Orton and our Community Heart & Soul model for community development, please visit <http://orton.org/>

Elisha Bartlett: Thank you for this great webinar from Elisha Bartlett in Elizabethtown, NY - Housing Assistance Program of Essex County

Kent Walker: I have also heard a lot of excellent ideas, and feel so much more like our small rural community in West Virginia

Kent Walker: a

Kent Walker: is on the right track!

Kathryn Ryan: Thank you!

Orton Family Foundation: Great--thanks Kent!



Falguni Patel: Thank you!!!

Kent Walker: Thank all of you, well worth the tune-in!

Orton Family Foundation: Continue this conversation on social media:

Orton Family Foundation: <https://twitter.com/OrtonFoundation>

Orton Family Foundation: <https://www.facebook.com/OrtonFamilyFoundation/>