

## Wednesday, September 14

7:00 AM	Setup	
7:30 AM	Registration	
8:30 AM	Opening Keynote - Doug Loescher	
10:00 AM	Break	
10:15 AM	Breakout: Behind the Scenes of Two Great American Main Streets	Breakout: Bringing More Local Foods Into the Downtown: A Case Study
11:45 AM	Break	
12:00 PM	Lunch: Explore Kalamazoo on Your Own	
1:30 PM	Break	
1:45 PM	Breakout: Get to the "Why" With Focus Group Research	Breakout: Events Make the Store: A How-To Guide
3:00 PM	Break Vendor Showcase	
3:30 PM	General Session: Beyond Asking Opinions: How to Engage Citizens to Get Stuff Done Downtown	
4:45 PM	Break Gather Your Walking Shoes	
5:00 PM	Walking Tour	
6:00 PM	Reception	
8:00 PM	Close of Day 1	

## Thursday, September 15

8:00 AM	Registration	
9:00 AM	General Session: The Evolution of Funding Downtown Organizations	
10:30 AM	Break	
10:45 AM	Breakout: Organizational Branding	Breakout: The Road Less Taken: Complete Streets and the Future of Michigan Downtowns
12:15 PM	Break	
12:30 PM	Lunch/Keynote Closing Rob Bliss - GR	
2:00 PM	Tear Down	
3:00 PM	Conference Closed	