

News & Updates From Your Partners At CVN.



MY TOWN FILMING UPDATE
WE TRAVELED THE REGION IN MAY TO WRAP UP SEASON ONE



BROOKSHIRE SELECT SITES
A TURNKEY APPROACH TO PROMOTING YOUR INDUSTRIAL SITE



LOOK WHO'S TALKING
CORY & JUSTIN HAVE BEEN BUSY WITH SPEAKING ENGAGEMENTS

CVN NEWS



CVN A SMASHING SUCCESS

With more and more companies discovering the value of presenting their story to our CVN members, our May event at Bracketts Crossing was a smashing success. From established brands like Kwik Trip to a growing manufacturing company like Paraiso Global (and everything in between), we came together and celebrated the opportunities in Rural America. Here are a few highlights:

SMACK PET FOOD:

CEO Jonathan Giller influenced Moderator Cory Hepola into eating a piece of his company's pet food. Smack is headquartered in Winnipeg and is looking for a rural community partner to share in their global growth plan.

ADDCO:

Owner Adam Nicholson showed off one of his company's large roadside digital message boards. Currently in St. Paul, Nicholson is leading his companies in the early stages of their strategic growth plan as they've added two more manufacturing companies in Actus and VertaCat with plans of relocating to a new location.

COBBLESTONE HOTELS:

After missing the event in January because of a blizzard, nothing was going to stop Chris Hart from presenting at CVN. Hart flew in that AM, shared Cobblestone's desire to partner with our rural communities, and had to fly out for a family event in the afternoon.

CVN: UPCOMING SCHEDULE





At CVN in May, we introduced Brookshire Select Sites — the economic developers’ guide to marketing their industrial development site. With Brookshire Select Sites, we have the tools and connections to get your location in front of the right audience and tell your story

compellingly and creatively. These tools allow us to SHOWCASE your community and property while providing site selectors, developers, and the commercial real estate broker community with the data and insights that make it stand out from others in the area. To learn more and see how we can help market your town’s commercial properties, contact Cory (cory@brookshireco.com).

BUSY MAY FOR “MY TOWN”

The “My Town” crew has been busy exploring the region with a recent filming tour that included Farmington, MN, Rugby, ND, and Beaver Dam, WI. Farmington, MN, small business owner Holly Bernatz reminded us that “rural” is a state of mind and why her booming



community of nearly 25,000 people still feels small despite sixfold growth in 25 years. Rugby, ND, just 60 miles south of the Canadian border, is a small town of about 2,500 people that is poised for growth — because, according to Kevin Leier, an Elementary School Principal, “people don’t know that we have everything here in Rugby, like an Award-Winning School District, a new \$63 million Hospital & Clinic, and a supportive small business climate.” We ended up in Beaver Dam, WI, where Ben Westra chose to build WDS Construction. As Ben tells it, “We’re where we are today because of that decision.” Today, WDS is doing business nationwide from its rural home.

IF YOU’RE INTERESTED in having the “My Town” team explore your region for Season 2, NOW is the time to apply. Contact Cory (cory@brookshireco.com) to learn more and follow along at “My Town Series” on LinkedIn, Facebook, and YouTube.

YOU HAVE WHAT EVERYONE’S SEARCHING FOR

On June 12th, Cory Hepola served as the Keynote Speaker for the Grand Island Area Economic Development Corporation’s Annual Meeting in Nebraska. His message, “Reshaping The Rural Narrative,” focuses on helping communities understand what they are up against regarding the negative stereotypes associated with the Rural narrative. He also detailed how communities can take a proactive approach to positively telling their story and inspired civic leaders to show the outside world that they have what everyone’s searching for – right here. IF YOU’RE INTERESTED in having Cory speak, reach out to him at cory@brookshireco.com



Elevate Innovate Celebrate

In May, Justin Erickson served on a panel at the Economic Development Association of North Dakota’s (EDND) annual Spring Conference in Grand Forks, ND. The panel – titled **“Site Selectors: How To Put North Dakota On A Map”** focused on emerging trends in the industry, labor-related issues, future power supply and price, and how current legislative action is (or is not) impacting site selection decision-making. Justin, head of Brookshire’s site selection group, challenged the rural leaders “to be their own best advocate for their region and not assume anyone else is out there talking to companies and site selectors about their community; they need to lead this effort.” Which often could include bringing in site selection and marketing expertise to help frame site offerings and provide messaging. IF YOU’RE INTERESTED in having Justin speak, reach out to him at justin@brookshireco.com

HOW CAN WE HELP?

- Have an idea for CVN?
- Or do you need help with a particular project, building, or marketing?
- Justin and Cory are always here for you, so please reach out at anytime.

