

PRO 15

Providing a Voice for Northeast Colorado

ADVOCATING AND IMPACTING LEGISLATION AND
POLICY FOR THE BENEFIT OF OUR REGION

2018 Pro 15 Fall Conference

DETERMINING OUR DESTINY

*All events at Platte River Fort in Greeley
Agenda as of 10/4/2018*

Wednesday, October 17

7:00 pm S'mores, Campfire and Networking at Platte River Fort

Thursday, October 18

8:00 am Board of Directors and Leadership Meeting with Continental Breakfast

10:30 am Check in and Registration begins

11:00 am Silent Auction Begins (funds raised go to funding our new 501 (c) (3) foundation to build civic engagement in next generation)

11:30 am Lunch

Hosted by:

12 noon **Jon Schallert - Creating the Destination Community: One Business At a Time**

Jon Schallert is the only consultant in the world teaching businesses and communities how to turn themselves into Consumer Destinations. Schallert speaks to thousands annually on his trademarked 14 -step Destination Business process which he developed over the course of thirty-two (32) years interviewing over 10,000 business owners in over 500 cities and towns.

In this opening keynote, Jon will show how any size community in any location can attract more local and out-of-town consumers, causing them to travel to and spend their money in your cities and towns. Whether a community is rural or urban, attendees will learn why "location, location, location" no longer matters, and best of all, how empowering businesses to become Destinations themselves takes very little investment of tax dollars from a local community.

1:30 pm Introduction of Political Bingo - 1st Round

- 1:45 pm **Whiskey is For Drinking and Water For Fighting** - The ability to share a limited supply of water, the State Water Plan will be discussed by a diverse panel from ag, recreation, environmental and metro areas.
 Hosted by: [Aurora Water](#)
- Randy Ray, Central Colorado Water Conservancy District
 Dawn Jewell, Aurora Water
 Brian Jackson, Environmental Defense Fund
 Joe Frank, South Platte Water Conservancy District
- 2:45 Break
 Hosted by: [United Power](#), [Intermountain REA](#), [Colorado Livestock Association](#), [CHFA](#)
- 2:55 pm Political Bingo—2nd Round
- 3:00 pm **Powerhouse—Energy on the Eastern Plains** - How energy interacts with our economy and what the future of energy might look like in our area.
 Hosted by:
 Dan Haley, Colorado Oil and Gas Association
 Lucas McConnell, Xcel
- 3:45 pm Break
 Hosted by: [United Power](#), [Intermountain REA](#), [Colorado Livestock Association](#), [CHFA](#)
- 3:55 pm Political Bingo - 3rd Round
- 4:00 pm Hemp and Wine and Wind and Drones, Oh My! - The adaptability of community colleges and what is going on in our region is explored.
 Hosted by:
 Dr. Curt Freed, Morgan Community College
 Jay Lee, J.D., Northeastern Junior College
 Dr. Andy Dorsey, President, Front Range Community College
- 4:55 pm Political Bingo - 4th Round
- 5:00 pm Social Hour & Networking - Cash Bar
 Featuring Northeast Colorado Products
 Dirt Roads Photography & Events Photo Booth from Holyoke, Colorado
- 6:25 pm Political Bingo—5th Round
- 6:30 pm Dinner
 Hosted by:
- 7:30 pm Awards Presentation
 Partners of the Year
 Alumni of the Plains
 Chairman's Award
 Executive Director Award
 High Plains Award

Friday, October 19th

- 7:30 am Check in Opens
- 8:00 am Breakfast
- 8:15 am Northeast Colorado Trivia - Golden Tumbleweed Award
[Hosted by: Kaiser Permanente & Connect for Health Colorado](#)
- 9:00 am Physical, Mental & Social Well Being - Discussion on how challenges are met in rural areas, what we are lacking and what might be the future of meeting these needs.
Robert Thorn, MBA, FACHE
Joe Hanel, Colorado Health Institute
Andrew Romanoff, Mental Health Colorado
Bryan Nation,
- 9:45 am Break
[Hosted by: United Power, Intermountain REA, Colorado Livestock Association, CHFA](#)
- 10:00 am Candidate Forum
[Hosted by: Viaero Wireless](#)
Colorado State Treasurer Candidates
Brian Watson
Dave Young
- 10:30 am **Colorado Secretary of State Candidate**
Wayne Williams
- 11:00 am **Colorado Attorney General**
George Brauchler
Phil Weiser
- 11:30 am **Colorado Governor**
Jared Polis
Walker Stapleton
- 12:15 pm Lunch
- 12:30 pm **John Brackney - Civic Engagement: Crisis, Catharsis or Contentment?**
[Hosted by: Pinnacle Workers' Comp Insurance](#)

John Brackney will explore how communities, communication leadership, and followership have changed over the last 30 decades. Seems like everything has changed overnight but there are threads of continuity that have become even stronger. Understanding these changes and consistent threads can help communities and personalities thrive in the competitive marketplace of ideas.
- 1:30 pm Thanks for Coming - *Pick up Your Treat From a member of the leadership team as you Leave*
[Hosted by: United Power, Intermountain REA, Colorado Livestock Association, CHFA](#)

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