

LATINO BUSINESS DEVELOPMENT AND ENTREPRENEURSHIP IN IOWA ROUNDTABLE

CENTER FOR TOWN/CRAFT
PERRY, IOWA

SEPTEMBER 22-23, 2009



Town  Craft
A center for ideas and strategies to strengthen small communities

IOWA STATE UNIVERSITY
University Extension
Community and Economic Development

Agenda

The rapid emergence of Latino entrepreneurs in Iowa over the past five years is evident on main streets all across the state. However, little is known about the impact these Latino businesses have on economic development in their communities. Moreover, there is great ambiguity as to the support these businesses receive at either the state or local levels.

At this roundtable, participants will discuss the economic trends in Latino entrepreneurship on main streets across Iowa, examine current programs and policies and explore the untapped economic potential of Latino entrepreneurs to create jobs and contribute to the economic development of the state of Iowa.

Day One: Tuesday, September 22, 2009

Time	Event
7:45 a.m.	Continental Breakfast at Town/Craft
8:15 a.m.	Overview — Welcome, Introduction of Participants, Current Position Tim Borich, Director, Iowa State University Extension Community and Economic Development
9:00 a.m.	Context, Perspective and an International Perspective Luis Rico-Gutierrez, Dean, Iowa State University College of Design
9:45 a.m.	Break
10:00 a.m.	Keynote: Norma Miess, Program Officer, National Trust Main Street Center, National Trust for Historic Preservation, Washington, DC – The Impact of Multi-Culture Entrepreneurs in the United States
10:45 a.m.	Moderated Response Moderator: Himar Hernandez, ISU Extension Community Development Specialist
11:15 a.m.	Iowa Trends Marco Adasme and Venus Vendoures Walsh, New Iowan Center Regional Supervisors
11:35 a.m.	Roundtable Discussion Moderator: Hannah Lewis, Midwest Regional Director, National Center for Appropriate Technology (NCAT), Des Moines, IA
11:45 a.m.	Lunch – Town/Craft Studio, catered by Hotel Pattee
12:45 p.m.	Iowa Trends, continued Marco Adasme and Venus Vendoures Walsh, New Iowan Center Regional Supervisors
1:15 p.m.	Roundtable Discussion Moderator: Hannah Lewis, Midwest Regional Director, National Center for Appropriate Technology (NCAT), Des Moines, IA
1:45 p.m.	Retail Design for Success Norma Miess, Program Officer, National Trust Main Street Center, National Trust for Historic Preservation, Washington, DC
2:15 p.m.	Roundtable Discussion Moderator: Himar Hernandez, ISU Extension Community Development Specialist
2:45 p.m.	Break
3:00 p.m.	Local Panel Perspective Wendy Goodale, Perry Chamber of Commerce Daniel Rivera, Raccoon River Valley Bank and HUP Butch Niebuhr, Perry City Manager Carlos Rios, Chair and Lead Executive Director, Immigrant Rights Network of Iowa

Note: During the entire roundtable, ISU Extension staff will circulate wireless microphones to ensure that everyone participates and no one dominates the discussion. The entire proceedings will be videotaped for inclusion in a published report.

- 3:45 p.m. **Roundtable Discussion**
Moderator: Francisco Hernandez, Graduate Assistant, Iowa State University College of Design
- 4:15 p.m. **Summation and Context for Day Two**
Tim Borich, Director, Iowa State University Extension Community and Economic Development
- 4:35 p.m. **Walking Tour – Conversations with Local Latino Business Owners**
Guides: Himar Hernandez, ISU Extension Community Development Specialist, and Gerardo Sandoval, Assistant Professor, ISU Community and Regional Planning
- 6:00 p.m. **Dinner – El Buen Gusto**

Day Two: Wednesday, September 23, 2009

Time	Event
8:00 a.m.	Continental Breakfast at Town/Craft
8:30 a.m.	Welcome and Introductions Luis Rico-Gutierrez, Dean, Iowa State University College of Design
8:45 a.m.	Keynote: Jorge Ernesto Espejel Montes, Consul of Mexico, Mexican Consulate, Omaha, NE
9:30 a.m.	Roundtable Discussion Moderator: Tim Borich, Director, Iowa State University Extension Community and Economic Development
10:00 a.m.	Theory to Practice Panel and Discussion Ryan Allen, Assistant Professor of Community and Economic Development, University of Minnesota – Latino Immigration, Social Capital and Entrepreneurship Gerardo Sandoval, Assistant Professor, ISU Community and Regional Planning – Planning for a Multicultural Perry Himar Hernandez, ISU Extension Community Development Specialist
10:45 a.m.	Roundtable Discussion Moderator: Tim Borich, Director, Iowa State University Extension Community and Economic Development
11:30 a.m.	Summation Tim Borich, Director, Iowa State University Extension Community and Economic Development
11:45 a.m.	Lunch – Town/Craft Studio, catered by Hotel Pattee
1:00 p.m.	Adjournment Tim Borich, Director, Iowa State University Extension Community and Economic Development

Featured Speakers



Jorge Ernesto Espejel Montes
Consul of Mexico, Omaha, NE

Jorge Ernest Espejel Montes has been part of the Mexican Secretary of Foreign Affairs since 1982. He currently serves as the Consul of Mexico in the Mexican Consulate in Omaha, Nebraska, a post he has held since February 2009. His previous administrative charges in the Secretary of Foreign Affairs include Consul of Mexico in the Mexican Consulate in Eagle Pass, Texas (2000–2008); Deputy Consul in the Mexican Consulate of McAllen, Texas (1993–2000); OIC (officer in charge) of the Protection Area in the Mexican Consulate in Los Angeles, California (1990–1993); sub-director of nationalization and naturalization of the General Office of Legal Affairs (1986–1990); and department head of the legal and interagency coordination of the General Office of Protection and Consular Affairs (1982–1986). He was born in Mexico City, Mexico, and earned a bachelor's degree in international affairs from the Universidad Nacional Autonoma de Mexico.



Norma Y. Miess
Program Officer, National Trust Main Street Center, Des Moines, IA

Norma Miess joined the National Trust Main Street Center in March 2008 after successfully leading downtown revitalization efforts in Elgin, one of the largest and most diverse Main Street programs in Illinois, for seven years. Miess was named among the 25 most influential Latino leaders in the Chicago suburbs in 2006. She currently provides consulting and technical services to downtown revitalization programs in Iowa, Missouri, Michigan, New Jersey, Oklahoma and South Carolina. Born and raised in a family of entrepreneurs and community leaders in Honduras, Central America, and living in the United States for almost twenty years, Miess' multicultural background is a solid asset in understanding the increasingly diverse communities in the U.S. Her diversity workshops and on-site services help organizations explore the process of involvement of Hispanic entrepreneurs, and identify common grounds and appropriate tools to cross multicultural barriers. She has been a regular national conference speaker sharing strategies to utilize the assets of multicultural presence in our communities. Miess' results-driven leadership and personal approach in connecting with people, backed with an education in civil engineering and experience in heritage travel, nonprofit management, and disaster relief, help communities throughout the country implement a comprehensive approach to downtown commercial district revitalization and overall quality of life.



Luis F. Rico-Gutierrez
Dean, College of Design, Iowa State University, Ames, IA

Luis F. Rico-Gutierrez joined the faculty of Iowa State University as dean of the College of Design on July 1, 2009. Rico-Gutierrez previously served on the architecture faculty at Carnegie Mellon University, Pittsburgh, for 13 years, and as associate dean of the university's College of Fine Arts for the last eight of those years. From 2001 to 2006, he also was chair of the steering committee for the Studio for Creative Inquiry, a multidisciplinary arts research center within the College of Fine Arts. He had directed Carnegie Mellon's Remaking Cities Institute since 2006. Rico-Gutierrez is a native of the city of Queretaro in central Mexico. Rico-Gutierrez's research includes the use of information technology in the design process and grassroots participatory practice in urban design. He chairs the innovation and new directions task force of the International Council of Fine Arts Deans. Rico-Gutierrez earned a bachelor of landscape architecture from Instituto Tecnológico y de Estudios Superiores de Monterrey – Campus Queretaro, and a graduate degree from Fundacion Rafael Leoz in Madrid, Spain. He is currently working on a Ph.D. in computer-supported urban design from Carnegie Mellon University.