



**PROGRAM DIRECTOR
&
VOLUNTEER VIRTUAL TRAINING**

November 3-5, 2020

**Tuesday, November 3 (1:00pm – 4:00pm)
Diverse Fund Development and Building a Solid Funding Structure
Norma Ramirez de Miess: National Main Street Center, Senior Program Officer and Director of
Leadership Development**

A group of panelists from Oklahoma and Michigan will join us after the break, and there will be a Q&A session.

1:00 – 1:10: Introduction

2:15 – 2:30: Break

Join Zoom Meeting - Please remember to mute yourselves.

<https://okcommerce.zoom.us/j/98743013570>

Meeting ID: 987 4301 3570

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Wednesday, November 4 (9:00am – 11:30am)
Placemaking
Josh Kunkel: Method, Founder + Managing Principal

This session will include break-out sessions on different types of placemaking.

9:00 – 9:10: Introduction

10:15 – 10:30: Break

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11:30 – 1:00 Lunch

Wednesday, November 4 (1:00pm – 4:00pm)
The Main Street Guide to Branding
Ben Muldrow: Arnett Muldrow & Associates, Partner

Join Ben Muldrow as he discuss the fundamentals of branding your community. This comprehensive session will cover the basics of branding, examples of what good and strategic brand toolboxes look like, what not to do and will even give you an opportunity to score your own brand implementation with BrandScore. This fast-paced whirlwind through the world of placebranding is sure to entertain and educate

1:00 – 1:10: Introduction

2:15 – 2:30: Break

Same Zoom information as the previous session

Thursday, November 5 (9:00am – 11:00am)
Ecommerce and Coaching
Gina Bertolotti: Moore Norman Technology Center, Business Development Coordinator

9:00 – 9:10: Introduction

10:00 – 10:15: Break

Join Zoom Meeting - Please remember to mute yourselves.

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+1 301 715 8592 US (Germantown)

Meeting ID: 995 4445 3478

Find your local number: <https://okcommerce.zoom.us/j/99544453478>

Thursday, November 5 (11:00am – 11:30am)

Awards

Kelli Yadon and Jeremy Zeller

Same Zoom information as the previous session