



PROGRAM DIRECTOR & VOLUNTEER VIRTUAL TRAINING



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

Norma offers over 20 years of direct leadership experience and a passion for building communities with strong sense of place and economic vitality. As a Senior Program Officer for the National Main Street Center, Norma works with state partners and hundreds of communities across the country defining strategies & supporting effective implementation of revitalization efforts.

Prior to joining the Center, Norma provided direct Main Street leadership and nonprofit management at the local level in Elgin, IL where she was recognized for her leadership in pioneering successful and inclusive downtown revitalization. Her multicultural background continues to be a great asset in helping communities understand increasingly changing demographics. She developed the Center's Diversity services offering strategies to foster inclusive engagement and support to multicultural entrepreneurs. Raised in a family of entrepreneurs and community leaders also provides direct and unique understanding on the needs of small businesses and the impact of their involvement in district and community revitalization.

Norma has a Bachelor of Science and Language and studied Civil Engineering with an emphasis in transportation. Norma's previous work includes leading disaster relief efforts that depended on strong public and private sector partnerships coming together to re-energize local economies. She uses her training to educate leaders on the importance of addressing physical improvements while ensuring the preservation of authentic character as a distinctive market advantage for communities. Her work in heritage tourism offer insightful tools that help recognize community assets and promote unique destinations.

As the son of a contractor, Josh grew up on job sites; he even dug the footings for his family's home addition...at 8 years old! Even though he was raised in the country, he fell in love with the city. He built Legos, K'nex, and dreamed about Frank Lloyd Wright designs. Josh's passions led him to Oklahoma State University, where he earned a BArch degree and an Environmental Studies Certificate. Throughout his career, he has worked on a variety of projects, from large institutional hospitals to small agrarian out buildings.

Josh is a licensed Architect in Oklahoma, Arkansas, and Texas, and holds an NCARB certification. He enjoys spending time with his wife and four sons, traveling, attending concerts, making dad jokes, eating tacos, and listening to John Mayer.



Wednesday, November 4
9:00am – 11:30am

Placemaking

Josh Kunkel

Method, Founder + Managing Principal



Wednesday, November 4
1:00pm – 4:00pm

The Main Street Guide to Branding

Ben Muldrow

Arnett Muldrow & Associates,
Partner

Ben Muldrow is a place branding and economic development expert who has spent the last 18 years assisting communities develop identities that attract investors and encourage private and public organizations to commit to community development projects that lead to economic vitality, environmental stewardship and social advancement.

As a partner at Arnett Muldrow & Associates and founding contributor at Proud Places, Ben has designed creative branding and marketing systems in over 600 communities across 40 states and 5 countries, making him a true global leader in placebranding and cementing his ability to combine strategic planning, brand development, interactive marketing, public relations and social media capabilities to preserve and promote the power of place.

In the Main Street world, Ben is known as a true innovator. Not only has he been introduced to the main street world to branding, he has introduced the ideas of Micro-retail incubation, Retail Master Plans, the Five Audiences of Main Street, and most recently he has created a template adopted across the country to communicate the effectiveness of our local programs. Ben has spoken at 14 National Main Street Conferences, Keynoted numerous State and Regional Main Street Conferences, and has spoken to over 250,000 people about the importance of America's downtowns.

As a business innovator, Gina Bertolletti has worked for Moore Norman Technology Center for 15 years in the Business Development Center. Originally from Chicago, she comes from a family of entrepreneurs and has the privilege of working with startups in Oklahoma. Gina is a certified marketing professional, a credentialed business coach, and President of the Oklahoma Incubators Association.



Thursday, November 5
9:00am – 11:00am

Ecommerce and Coaching

Gina Bertolletti

Moore Norman Technology Center,
Business Development Coordinator