



Main Street Director Training

November 8-10, 2022

The Summit (lower level) at City Central

400 E. Central Ave.

Ponca City, OK 74601

Parking is on the south side of the building. Enter through south doors.

Tuesday, November 8

1:30 – 2:00: Welcome/Updates/Ice Breaker

2:00 – 2:30: All about Ponca City Main Street - Maci Graves, Executive Director, Ponca City Main Street

2:30 – 2:45: Break

2:45 – 4:00: Accreditation Standards - Lisa Mullins Thompson, Senior Program Officer for Revitalization Services, Main Street America

4:00 - 5:00: Hotel Check-In

5:00 – 7:00: Opening Reception (*Dinner provided*)

5:00 – 6:00: Cocktail Hour

6:00 – 7:00: Dar Williams, The Dar Williams Project – Historic preservation education opportunity in downtown Ponca City!

Wednesday, November 9

8:30 – 10:00 Grants Workshop- Dana Schuler Drummond, CEO of Sharpshooter Communications, LLC and Grant Holster, LLC

10:00 – 10:15: Break

10:15 – 11:30: Grants Workshop continued

11:30 – 1:30: Lunch and District Exploration

2:00 – 4:00: Time Frame Project in Newkirk, OK and HP Resources

2:00 – 2:30: Time Frame Project Overview

2:30 – 3:15: Time Frame Project in Action

3:15 – 4:00: Historic Preservation Resources - Ron Frantz, Associate Professor, Christopher C. Gibbs College of Architecture, Brent Wheelbarger, Trifecta Communications

4:00 and after: Ponca City/Newkirk District Exploration and dinner on your own.

Thursday, November 10

8:30 – 10:00: Director Round Table

10:00 – 10:15: Break

10:15 – 11:00: Banquet Awards

11:00 – 11:30: Service Directory and Tools for Your Business

11:30 – 12:00: Closing questions, thoughts, and ideas



Guest Speakers



Lisa Mullins Thompson

Lisa Mullins Thompson serves as a Senior Program Officer for Revitalization Services at Main Street America. She provides on-the-ground technical assistance to local, city, county, and state-wide organizations that are using the "Main Street approach" to implement their revitalization efforts.

Lisa brings to Main Street America a broad professional background in historic preservation, strategic planning, public relations, small business, and economic development in both the private and public sectors. Before joining MSA, her most recent employment was with the Kentucky Heritage Council, where she serves as the National Register Coordinator and as a Resource Specialist for the Kentucky Main Street Program. Lisa previously worked for the National Trust for Historic Preservation; as an Executive Director of two Main Street programs in Annapolis, MD, and Paducah, KY. Lisa has been connected to Main Street throughout her personal and professional journey as the owner of a downtown retail business, restoring old homes, and rehabilitating downtown commercial buildings.

Lisa earned her bachelor's degree in Behavioral Science from the University of Maryland. She also has earned the Main Street America Revitalization Professional (MSARP) credential and is a Historic Real Estate Development Finance Professional (HREDFP).

When she is not helping new businesses or reimagining new uses for old buildings, Lisa can be found in her kitchen whipping up a French classic with ingredients from her backyard garden in Central Kentucky.



Dana Schuler Drummond

Professional Fundraiser Award 2022: The Eastern Oklahoma chapter of the Association of Fundraising Professionals' honors Dana Schuler Drummond with its 2022 Professional Fundraiser Award.

Dana Schuler Drummond, MA, CFRE, GPC is owner of Sharpshooter Communications, LLC, a freelance public relations, and grant-seeking firm. She was the first person in Oklahoma to earn dual certification as a Certified Fund-Raising Executive (CFRE) and a Grant Professional Certified (GPC).

With more than 30 years' experience in the nonprofit world, Dana uses her experience to help clients secure more than \$10 million in grants annually - from small requests for special projects to major multi-year federal proposals. She loves helping clients with strategic planning, communications, and fundraising research. Dana is an adjunct professor at Oklahoma State University - OKC and a national trainer for Grant Writing USA.

A life-long Tulsan, Dana earned a Bachelor of Science degree in journalism at Oklahoma State University and a Master of Arts in mass communications at the University of Oklahoma. Most of her early career was spent working at universities, where she honed her administrative, marketing, grant seeking, event, and fundraising skills.

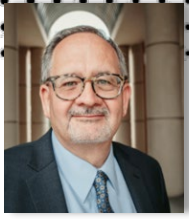
In 2020, Dana launched Grant Holster, a cloud-based grant-process management application she designed. Grant Holster now has more than 250 users across North America.

The name Sharpshooter Communications was borne of Dana's experiences as a world-class competitive rifle shooter. In her youth, she won several national titles, set a national record and was a member of the US Olympic Development Team. Sharpshooter also describes Dana's fundraising and communications philosophy – creating a precise message aimed at a specific target.

Sharpshooter serves nonprofit, education, government, and business clients, providing a variety of grant seeking, strategic planning, and public relations functions. Dana describes the grant-seeking process as "fun" and enjoys helping visionary nonprofit leaders make the world a better place.

Dana and Doug, a Tulsa County District Judge, celebrate their silver wedding anniversary in 2022. They have three adult children and two spoiled dogs. Dana sings on her church's praise team and is lead singer for the local rock band, Beautiful Chaos. She also hosts a podcast called Bible Bedtime, which ranks in the top ten percent of podcasts worldwide.

Dana regularly speaks and teaches on various elements of communications and fund raising. As the great-granddaughter of gangster Machine Gun Kelly, Dana also has a compelling and inspirational story of her family's history-making crimes and how philanthropy changed their fate.



Ronald H. Frantz, Jr., AIA (Ron)

For the past 41 years, Ron Frantz, a licensed architect, focused on historic preservation, Main Street revitalization, historic neighborhood commercial district stabilization, and wonderful old house restorations in almost 200 Oklahoma communities. As an ardent volunteer, Ron participated with almost 40 different community organizations throughout the years.

Ron currently works at the Christopher C. Gibbs College of Architecture at The University of Oklahoma in Norman. He and his wife, Mary, continue work on their nifty 1968 house in the Camelot Neighborhood in northwest Oklahoma City. Their calico cat, Ginger, constantly snoozes while 29-year-old twin sons, Frank, and Tom, drop by between their worldly travels.

RECENT AWARDS:

Name: 2021 Teaching Award

Date: 2021 *From:* Christopher C. Gibbs College of Architecture, The University of Oklahoma

Name: AIA Oklahoma Honor Award for Community Service

Date: 2020 *From:* AIA Oklahoma

Name: Provost's Community Engagement Award for Outstanding Engaged Teaching

Date: 2019 *From:* The University of Oklahoma's Provost's Office

Name: 2017 Oklahoma Main Street Legacy Award

Date: 2017 *From:* Oklahoma Main Street Center, Oklahoma Department of Commerce

Name: William Wayne Caudill Award

Date: 2015 *From:* American Institute of Architects, Central Oklahoma Chapter

Name: Preservation Leadership Award

Date: 2014 *From:* Preservation Oklahoma, Inc.



Brent Wheelbarger

Brent Wheelbarger is founder and CEO of Trifecta Communications, a media/technology company specializing in advertising, production, and emerging technology. Trifecta started in the room next to Brent's garage and has since grown to serve governmental, non-profit, and business clients in Oklahoma and internationally. Brent is also co-founder of Viribus VR Labs, a tech-startup developing virtual reality therapy tools for children with cerebral palsy.

In addition, Brent is involved in a collaboration between Trifecta Communications and Loveworks Leadership, an experiential learning organization focused on entrepreneurialism. The collaboration is helping ten middle school students launch their own tech company by developing a line of augmented reality wristbands.

While Brent's definitely plugged into the future, he still plays his Atari 2600 regularly.

