

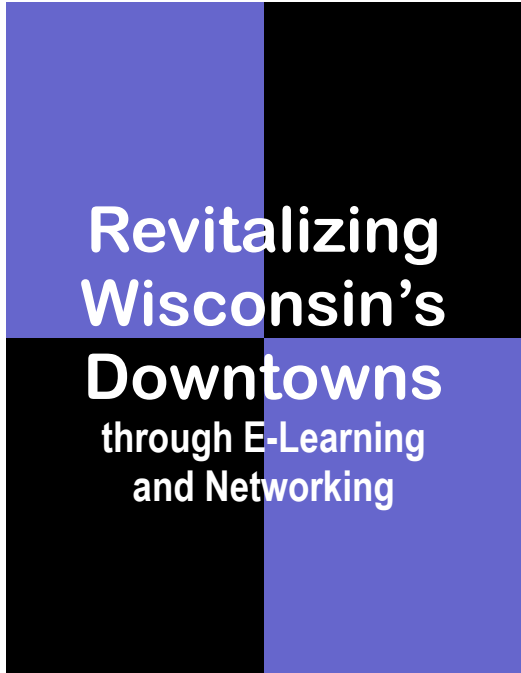
According to Fariba Pendleton, UW-Extension Community Resource Development Educator, and Kaye Tenerelli, the Executive Director of the Superior Business Improvement District, the series is focused on topics that are of specific interest to Wisconsin downtown leaders and that lend themselves to further dialogue and peer-learning at the local level. State and national experts will conduct online presentations (webinars) and provide a set of web-based resources to participants.

The series is presented by The University of Wisconsin-Extension in cooperation with the Wisconsin Downtown Action Council and the Wisconsin Main Street Program. The Douglas County site is sponsored by the Superior Business Improvement District and the Douglas County UW-Extension Community Resource Development program.



Douglas County UW-Extension Office  
Courthouse, Room 107  
Superior, WI 54880  
Telephone: (715) 395-1363 711 for WI Relay

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# Revitalizing Wisconsin's Downtowns through E-Learning and Networking

**Webinar Series  
2009**

**Sponsored by:**

*Douglas County UW-Extension*

*Superior Business Improvement District (BID)*

## REGISTRATION FORM

Name \_\_\_\_\_

Business \_\_\_\_\_

Address \_\_\_\_\_

City, ST \_\_\_\_\_ Zip \_\_\_\_\_

Telephone (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Email \_\_\_\_\_

- Jan. 22—Overview of the Main Street Four-Point Approach
- Feb. 19—Downtowns and the Current Economy
- March 19—Creating an Entrepreneurial Climate Downtown
- April 16—Downtown Image and Branding
- May 21—Business Recruitment
- June 18—Low Cost-High Impact Design for Downtowns
- Sept. 17—Use of Technology to Promote Downtown
- Oct. 15—Green and Sustainable Downtowns
- Nov. 19—Working with Big Box Retailers
- Dec. 17—Tourism and Downtown Development

**Individuals involved in downtown development are invited to attend free of charge at the UW-Extension office located at the Douglas County Courthouse Room 107 or register to attend remotely at any location (i.e. place of business or home full series (\$250) or per session fee (\$40).**

Amount enclosed :

- Attending free at the UW-Extension Office
- \$40 for a single session
- \$250 for the series

<b>January 22</b>	<b>Overview of the Main Street Four-Point Approach</b>
<b>February 19</b>	<b>Downtowns and the Current Economy</b>
<b>March 19</b>	<b>Creating an Entrepreneurial Climate Downtown</b>
<b>April 16</b>	<b>Downtown Image and Branding</b>
<b>May 21</b>	<b>Business Recruitment</b>
<b>June 18</b>	<b>Low Cost—High Impact Design for Downtowns</b>
<b>September 17</b>	<b>Use of Technology to Promote Downtown</b>
<b>October 15</b>	<b>Green and Sustainable Downtowns</b>
<b>November 19</b>	<b>Working with Big Box Retailers</b>
<b>December 17</b>	<b>Tourism and Downtown Development</b>

*Revitalizing Wisconsin's Downtowns represents a set of web-based presentations (i.e., webinars) on topics of specific interest to Wisconsin downtowns that lend themselves to further dialogue and peer-learning at the local level. State and national experts will present information relevant to the topic and will be available to address your questions during these webinars.*

*While participants can access these webinars from their home or place of business with the appropriate computer and phone setup, the full value of the program is achieved when everyone participates from a regional host site where you can learn from and interact with your peers and share in the local dialogue.*

**Each session runs from 12:00 noon to 1:30 p.m.**