

Maximize NWMO

is a community development initiative focused on regional vitality designed to bring people together to uplift and enhance success and avoid duplication of efforts. It is a board committee of The Community Foundation of Northwest Missouri with its own separate affiliate fund. Unlike most board committees, it has its own branding, a broad scope of engagement through a three-part Guiding Coalition, an Action Network of several teams, and program offerings for individuals, organizations, groups, communities, counties, and other key stakeholders throughout the 18 counties of northwest Missouri and beyond. Maximize NWMO serves as a backbone **that catalyzes, convenes, and guides people to dream big and grow together on a journey towards . . .**



VISION:

A connected region where communities and counties work together to maximize the shared potential as an exceptional place to live, learn, work and play.

MISSION:

Invite, inspire, and guide communities and counties to dream big, grow leaders, and collaborate across health care, economics, education, housing, and other quality of life aspects through connection and a proven set of tools for meaningful collaborACTION.



**MAXIMIZE
NWMO**

Dream big and grow together.



COMMUNITY FOUNDATION
OF
NORTHWEST MISSOURI

Better together.

www.maximizenwmo.org | www.cfnwmo.org

together@maximizenwmo.org

All lists may not be comprehensive. Apologies if your name was unintentionally missed in this publication.

September 25, 2024



2nd Annual Maximize NWMO Celebration

ITINERARY

- 11:30 a.m. Welcome and Introductions
- 11:40 a.m. Lunch Buffet
- Noon Celebration of Participation and Accomplishments
- 12:55 p.m. Break
- 1:00 p.m. Regional Priority Roundtable Discussion
- 2:30 p.m. Adjourn

A Luncheon at The Community Courtyard
in Plattsburg, MO

Hosted by



**MAXIMIZE
NWMO**

Dream big and grow together.



COMMUNITY FOUNDATION
OF
NORTHWEST MISSOURI

Better together.



The Community Foundation of Northwest Missouri's regional vitality initiative, Maximize NWMO, provides a strategy to assist communities:

- Identify the core issues that can help a community thrive
- Identify existing and new processes for addressing these challenges and opportunities
- Leverage both formal and informal leadership in addressing community issues by working together
- Grow and involve the next generation of community leaders
- Create impact on community growth and economic vitality
- Celebrate the success and the continuation of a thriving, responsive community, and
- Think regionally, but act locally for the benefit of their community and NW Missouri

We are better together!

The areas the Maximize NWMO strategy can help a community grow and improve are:

- Economic stability and vitality,
- Educational access, quality, and attainment,
- Healthcare, wellness, and safety, and
- Quality of life aspects such as housing, broadband, infrastructure, recreation, faith, and shared values.



COMMUNITY FOUNDATION
OF
NORTHWEST MISSOURI



For more information visit
www.maximizenwmo.org

or email us at together@maximizenwmo.org

Kathy Kagay
Rachel Kagay
Amy Keiderling
Dr. Lenny Klaver
Dillan Klindt
Lowell Kruse
Patrick Kussman
Micah Landes
Rob Lawton*
Joe Lear*
Julie Lewis
Patt Lilly
Bri Lindstrom
Rebecca D. Lobina
Mike Lodewegen
Tristan Londre
Sarah Low*
Gina Lucas*
Lisa Macali*
Don Macke*
Mackenzie Manring*
Linda Martin
Emiley Maudlin
Marcus McCarty
Hannah McClure*
Quentin McConkey
Andrew McCrear
Josh McKim*
Daniel McNary
Karma Metzgar
Brad Meyer
Brad Meyer
Wally Meyer
Edie Miller
Kim Milward*
Jerry Mogg
Jenna Monning
Zach Monroe
Tracie Moore
Kathy "Kat" Morgan*
Zachary Morgan
Keli Morris
Jennifer Morrison
Bud Motsinger
Coral Myers**
Zane Myers
Matt Nolker
Crystal Narr*
Stephanie Norling
Jodie O'Brien
Kari O'Neal
Jen Osborn
Brenda Parnam

Shanda Parrish
Jim Patrico
Eugene "Gene" Pegler
Bruce Peshoff
Linda Place*
Ted Place
Zach Pollock
Sandra Potthoff*
Deb Powers
Beatrice Quarella
Carlee Quinn*
Mallory Rahe*
Randy Railsback*
Lance Rains
Phillip Ray
Natalie Redmond
Tyler Reid**
Shelby Renfro
Louis Riggs
Thomas Riggs
Claire Rippel
Elizabeth Roberts
Ben Rogers
Brent Rosenauer
Case Ruckman
Peggy Rudock
Sherri Runde
Rob Russell*
Alicia Saunders
Jamee Searce*
Shari Schenewerk*
Janet L. Schwarz
Angela Shaffer
Joe Shanks
Scott Sharp
Lynne Shea
Brad Sheely
Brenda Shields
Diane M. Shryock
Mike Shryock
Caitlin Silver
Wes Simmons
Troy Slagle
Nick Smith
Clint Sollars
Jackie Soptic
Jackie Spainhower*
Clayton Spray
Dan Spray
Gerald "Jerry"
Sprong
Stacey Steffens

Susie Steffes
Sandy Steggall
Jessica Stewart
Lara Summers
Max Summers*
Tara Summers
Amy Supple*
Mark Sutherland*
Jeff Sutterer
Leah Swindler
Richard Switzer
Stacey Steffens
BJ Tanksley
Dana Tarpenting
Dave Tavres
Rebecca TenHulzen
Sam Tennant
Martial Thervenot
Steve Tinnen*
Tim Toepfer
Connie Turner
Ed Turner
Dean Van Shoiack
Michelle Vondrasak
Tama Wagner
Jack Walker
Kaylie Walker
Tomie Walker
Christopher Wallace
Corrine Watts
Annette Weeks
Steve Wenger*
Ben White
Lily White*
Stephanie Williams*
Donna Wilson
Larry Wilson
Quentin Wilson
Mark Woodbury
Theresa Wren
Tim Wymes*
Kristy Young

* **COMMUNICATIONS
CollaborACTION
TEAM MEMBERS**
(former and current)

** **INTERNS**

Thank you

to the following **ACTION NETWORK**

Maximize NWMO Participants in the following activities held from April 2020 – August 2024:

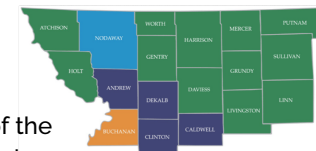
- Regional Forums
- Discovery Groups on High-Speed Broadband, Business Planning, Regional Media, Tourism, and ARPA Funding, Building Community Wealth
- Regional Learning Collaborative Programs
- Communications CollaborACTION Team
- Resource Development CollaborACTION Team

Penny Adams
Subash Alias*
Jackie Allenbrand
Cara Alexander
Elizabeth Anderson
Tim Arbeiter
Randy Arnold
Kristie Arthur*
Mitchell Bailey
Monica Bailey
Matt Barry
Marcie Behrens
Tony Belilovskiy*
Donna Bell
Marci Bennett
Shelby Berkemeier*
Meredith Berry*
T.J. Berry
Ryan Bever
Rusty Black
Jim Blackford
Lois Bragg
Kyle Bridgman
Steve Briggs
Caroline Brinker**
Dawn B. Brown
Derek Brown
Jill Brown*
Meggan Brown
Debbie Burke
Chip Byers

Susan Campbell
Mike Chambers
Joseph Chambers
Michael Chambers
Jill Clair
Gary Clapp
Martha Clark
Becky Cleveland*
Chris Collins
Chelsea Corkins
Bobbie Cronk*
Pat Curry
John Davis
Lance Davis
Jerri Dearmont
Bob Dempster
Jolene Dempster
Dick DeShon
Pat Dillon
Jon Doolittle
Randa Doty
Daren Dowell
Chris Duke
Sarah Dunham
Chris Dunn
J. Eggleston
Mary Jo Eiberger
Glory Fagan*
Michelle Fagerstone
Darren Farnan
Cameron Fast

Denise Ferguson*
Tony Figg
Beth Findley
Somiya Finley
Nickolas Freeman
Bob Frohoff
Jack Gamble
Bill Gamble
David Gaines
Joe Gagnon
Darrell Gardener*
Amy Gessert
Laura Gibbons
Amanda Gilland
Karen Gillespie
Michelle Gillespie
Caitlin Goad
Bruce Gollnick
Christel Gollnick*
Nancy Greeley
Connie Griffith
Ellen Griffon
Dr. Lav Gupta
Shelly Guyer
Laura Hale
Robin Hammond*
Blake Haynes*
Dan Hegeman
Joe Hegeman
Stacey Helfery
Corey Herron
Chris Heslinga
Rex Hibler
Chad Higdon
Janet Hillman
Mary Hinde*
Krista Hinrichs
D'Anna Honeycutt
Jamey Honeycutt
Steve Houts
Chad Howerton
Rodney Hummer
Josh Hurlbert
Nic Hutchinson
Mary Ingersoll
Bill Jackson
Tosha Jackson*
Sgt. Ryan Jensen
Elizabeth Johnson
Terri Johnson*
Jessica Jones
Amy Justus

Welcome!



We are excited to pause and celebrate all of the activity and progress taking place throughout Maximize NWMO. That means we are celebrating YOU as someone who lives, learns, works, and/or plays in the 18-county region served through The Community Foundation of Northwest Missouri!

KEY ENGAGEMENT METRICS

Regional Forums, Focus Groups, and Discovery Groups	= 1,490 adults and youth
Regional Alumni & Resident Survey	= 2,500+ respondents
Regional Learning Collaborative Programs	= 151 representing 49 communities
Community Groups Coached	= 8 groups
CollaborACTION Teams	= 52 volunteers from 14 counties
Investors (Cash and In-Kind)	= 23 donors
Resource Organizations Involved	= 22 organizations
Guiding Coalition	= 35 volunteers
Website Visits	= 21,918 visits
Registered Users	= 426 registrants
Social Media Followers	= 229 followers
E-Newsletter Sent	= 34 sent

RECOGNITION

MAXIMIZE NWMO VISION AWARD

2023 – Lowell Kruse

2024 - -----

MAXIMIZE NWMO REGIONAL NAVIGATOR AWARD

2023 – Max Summers

2024 - -----

MAXIMIZE NWMO COMMUNITY NAVIGATOR AWARD

2023 – Linda Place, Albany

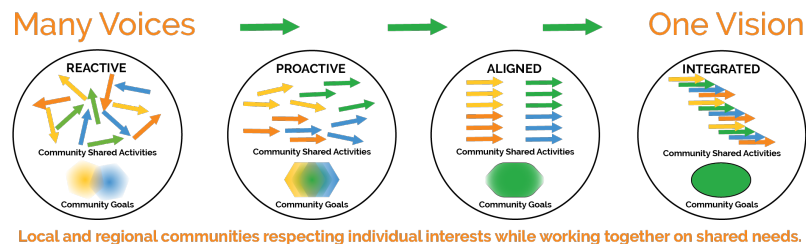
2024 - -----

BALDRIGE FOUNDATION AWARD FOR LEADERSHIP EXCELLENCE IN COMMUNITY

2023 – Lowell Kruse

2024 – Christel A.K. Gollnick and Steve Wenger

FOLLOWING A PATHWAY TO SUSTAINABLE SUCCESS!



DATA PRESENTATION REFERENCES: DECISION SUPPORT INFORMATION AND RESOURCES

MU CARES: <https://careshq.org/>

SparkMap (Sponsored by MU CARES) info and tutorials that provides a deeper understanding:

<https://sparkmap.org/support/community-needs-assessment-support/>

All-Things Missouri (Built by MU CARES for MU Extension):

<https://allthingsmissouri.org/>

Community Commons: Great for best practices, qualitative and quantitative research, storylines, tools and resources.

<https://www.communitycommons.org/>

This is also Community Commons, it is an "indicator library" for communities, economics, health, QOL, housing, DEI, education, etc. Many topics and hundreds of examples.

<https://www.communitycommons.org/entities/bfc6e5f7-46d7-4675-b7be-df44cd482fb5>

Headwaters Economics: Focused on rural places, and has some unique land, environmental, agricultural, and other important to rural metrics and practices few other resources include.

<https://headwaterseconomics.org/>

Book Recommendation: *The Data Detective* by Tim Harford. A British economist and journalist with a sense of humor, and ten rules to make sense of statistics, as well as, how to sort conflicting and confusing sources of information in the modern era.

INVESTORS

(Cash & 'In-Kind listed alphabetically)

Ronald Bachman
Citizens Bank & Trust
Dick DeShon
Joe Elliott
Evergry
Scott and Mary Hinde
JUPER Communications, LLC*
Lowell Kruse
Danny Little
Andrew McCrea
Missouri Department of Economic Development
Jerry Mogg
Zane Myers
Nodaway Vally Bank
Orscheln Management Co.
Osborn Barr
Patterson Family Foundation
Rachel Kagay Coaching & Consulting*
James and Andrea Robinson
Max Summers
Don Tally
Steve Wenger*
Bob and Connie Wollenman

RESOURCE ORGANIZATION INVOLVEMENT

Communities of Excellence 2026
Don Macke/e2 Entrepreneurial Ecosystems
Great Northwest Day at the Capitol
Green Hills Regional Planning Commission
Leadership Northwest Missouri
Missouri Community Betterment
Missouri Department of Economic Development
Missouri Western State University
Center for Entrepreneurship
Mo-Kan Regional Planning Council
North Central Missouri Business Facilitation
Northwest Missouri Enterprise Facilitation
Northwest Missouri Regional Council of Governments
Northwest Missouri Roundtable of Economic Developers
Northwest Missouri Small Business Development Center
Roots & Rounds, Inc.
Second Harvest Community Food Bank
TAPP Network
United Fiber
USDA-Rural Development
University of Missouri Center for Applied Research and Engagement Systems (CARES)
University of Missouri Extension
Community Development
Exceed – Regional Economic and Entrepreneurial Development

LEADERSHIP AND ENGAGEMENT MODEL:

Distributed or shared leadership is the proven structure followed by Maximize NWMO in an effort to be as inclusive as possible while building an initiative that is as sustainable and relevant to the needs of the regional community as possible.



Thank you to the following **GUIDING COALITION**

of Maximize NWMO participants from April 2020 – August 2024.
The three teams that comprise the Guiding Coalition are the:

- Navigation Team
- Partner Council
- Network Coordination and Support Team

NAVIGATION TEAM

Current:

Christel Gollnick♦, JUPER Communications and Roots & Rounds
Mary Hinde♦, The Community Foundation of Northwest Missouri President/CEO
Rachel Kagay♦, Rachel Kagay Coaching & Consulting and 2nd Community Foundation of Northwest Missouri Regional Vitality Committee Chairperson
Stephanie Norling, Communities of Excellence 2026 Executive Director
Sandra Potthoff♦, Communities of Excellence 2026 Mentor
Randy Railsback, Former Missouri Representative
Jackie Spainhower♦, University of Missouri Extension
Steve Wenger♦, Maximize NWMO

Former:

Randa Doty, University of Missouri Extension
Joe Hegeman, United Fiber
Lowell Kruse, Communities of Excellence 2026 and The Community Foundation of Northwest Missouri
Joe Lear♦, University of Missouri Extension
Tracie Moore, University of Missouri Extension
Stacey Steffens, University of Missouri Extension
Max Summers♦, 1st Community Foundation of Northwest Missouri Regional Vitality Committee Chairperson

♦ NETWORK COORDINATION AND SUPPORT TEAM

Rob Lawton & Tony Belivosky, C3
Don Macke, The Center for Rural Entrepreneurship
Andrew McCrea, Andrew McCrea Multi-Media
Lara and Tara Summers, Luminary Leadership

PARTNER COUNCIL

Current:

Chelsea Corkins, University of Missouri Extension
Chris Duke, Mosaic Life Care
Chris Dunn
Darren Farnan, United Fiber
Christel Gollnick, Maximize NWMO/JUPER Communications and Roots & Rounds
Joe Hegeman, United Fiber
Chad Higdon, Second Harvest
Rachel Kagay, Maximize NWMO/Rachel Kagay Coaching & Consulting
Jen Osborn, University of Missouri Extension
Eugene "Gene" Pegler, UMKC Bloch School of Management
Randy Railsback, The Community Foundation of Northwest Missouri/Maximize NWMO
Claire Rippel, University of Missouri Extension
Shari Schenewerk, Missouri Dept. of Economic Development
Scott Sharp, Missouri Dept. of Economic Development
Jackie Spainhower, University of Missouri Extension
Rebecca TenHulzen, Green Hills Regional Planning Commission
Chris Wallace, Nodaway County MU Extension
Corrine Watts, American Public Works Association
Steve Wenger, Maximize NWMO
Donna Wilson, Consultant



What is your community's potential?

Building Strong Teams for Community Excellence

A Maximize NWMO Community Development Leadership Learning Collaborative Program

Embark on your Maximize [My Community] Journey™

Now that you've been introduced to Maximize NWMO's approach to creating community excellence, this is your opportunity to take action together in the places you live, learn, work, give, and play.

By participating you will:

- Gain clarity of your community's strengths, needs, and dreams.
- Develop a doable action plan for making those dreams reality.
- Gather the right people at the right time for the best experience and results.
- Make connections across your neighborhood, community, county, and region that can make your collaborative work easier, faster, better, and more fun.
- Discover your community's potential!

WHY:



Build a strong and inclusive team of leaders with voices from many areas of the neighborhood/community/county/region coming together to solve challenges, discover opportunities, and achieve shared goals faster beyond what any one entity can accomplish on their own.

WHEN:



Choose 12 weeks or 12 months depending on your needs. We also plan to start another yearlong multi-community cohort in 2025!

CONTACT US to schedule whichever option works best for your group -AND- watch our website and social media for upcoming scheduled dates!

WHERE & WHO:



2 In-person & 10 Online Zoom Sessions
Meaningfully & conveniently connect with your local team as well as other teams of leaders across the region!

INVESTMENT:



In-Region: \$3,000 per collaborative group
The region includes Andrew, Atchison, Buchanan, Caldwell, Clinton, Daviess, DeKalb, Gentry, Grundy, Harrison, Holt, Linn, Livingston, Nodaway, Mercer, Putnam, Sullivan, and Worth Counties
Neighboring Counties: \$9,000 per collaborative group
Beyond Neighboring: \$12,000 per collaborative group

Pricing shown reflects a significant reduction thanks to generous financial and in-kind donors.

Sign your group up today!

Register: bit.ly/Maximize201Registration

Pay: bit.ly/MaximizeNWMOFund

Info: www.maximizenwmo.org/maximize-the-nwmo-region

Email: together@maximizenwmo.org



Dream big and grow together

© 2023-2024, Maximize NWMO, The Community Foundation of Northwest Missouri, 1010 West St Maartens Drive, Suite C, St. Joseph, MO 64506



What puts your community on the map?

Is it what you want now and for future generations?
Are you frustrated with how long it takes to get things done?

Introduction to Community Excellence: Reaching Common Goals Faster

A Maximize NWMO Community Development Leadership Learning Collaborative Program

Learn About The Maximize [My Community] Journey™

Join Maximize NWMO, an initiative of The Community Foundation of Northwest Missouri, for our new community development and leadership program.

By participating you will:

- Gain network connections and new community leadership skills.
- Learn how to prioritize multiple goals and understand what is needed for decision-making that supports a thriving community.
- Identify who should be invited to ensure goals are reached.
- Learn strategies for addressing urgent and important challenges and opportunities as you maximize your community's potential!

WHY: To help leaders in communities and counties work together to solve challenges, take quicker advantage of opportunities, and achieve shared goals beyond what any individual entity can accomplish on their own.

WHEN



OPTIONS

- Full-Day In-Person from 8:00 a.m.-5:00 p.m. Venue dependent on location of majority of participants.
- Series of Six (6) 90-Minute Online Sessions

CONTACT US to schedule whichever option works best for your group -AND- watch our website and social media for upcoming scheduled dates!

INVESTMENT:

Pricing shown reflects a significant reduction thanks to generous financial and in-kind donors.



In-Region: \$300 per person

-OR- \$750 for a group of 3 people from the same community/organization. The region includes Andrew, Atchison, Buchanan, Caldwell, Clinton, Daviess, DeKalb, Gentry, Grundy, Harrison, Holt, Linn, Livingston, Nodaway, Mercer, Putnam, Sullivan, and Worth Counties.

Beyond Region: \$475 per person



Dream big and grow together

Sign up today!

Register: bit.ly/Maximize101Registration

Pay: bit.ly/MaximizeNWMOFund

Info: www.maximizenwmo.org/maximize-the-nwmo-region

Email: together@maximizenwmo.org

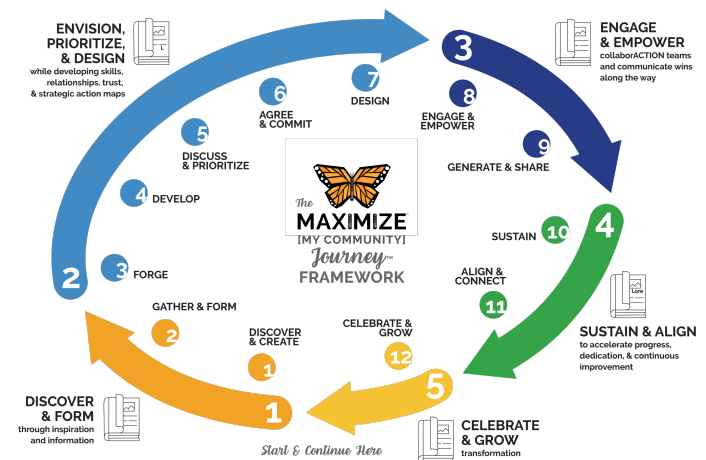
© 2023-2024, Maximize NWMO, The Community Foundation of Northwest Missouri, 1010 West St Maartens Drive, Suite C, St. Joseph, MO 64506

Building Strong Teams for Community Excellence

A Maximize NWMO Community Development Leadership Regional Learning Collaborative Program

SCHEDULE and INTERACTIVE SESSION TOPICS

Session 1	Discover and Create a Sense of Urgency
In-person	
Session 2	Gather and Form a Guiding Coalition
Online via Zoom	
Session 3	Forge a Consensus and Community Vision
Online via Zoom	
Session 4	Develop a CollaborACTION Story Through Systems Thinking
Online via Zoom	
Session 5	Discuss and Prioritize with All Sectors and Groups
Online via Zoom	
Session 6	Agree and Commit to Shared Vision, Values, and Opportunity Priorities a.k.a. Strategic Objectives
Online via Zoom	
Session 7	Design Strategic Action Maps Based on In-Depth Quality Data and Stakeholder Experience Through Design-Thinking
Online via Zoom	
Session 8	Engage and Empower CollaborACTION Teams to Work Through the Action Maps for Each Priority
Online via Zoom	
Session 9	Generate and Share Wins Along the Way
Online via Zoom	
Session 10	Sustain Accelerated Progress and Dedication Through Support and Networking
Online via Zoom	
Session 11	Align and Connect to Continuously Improve Performance and Short-, Mid-, and Long-Term Outcomes
Online via Zoom	
Session 12	Celebrate and Grow Transformation Through Pausing to Recognize Success and Assess for Areas of Improvement
In-person	



© 2020, The Community Foundation of Northwest Missouri's Maximize NWMO Navigation Tools, adapted from The Communities of Excellence Framework.