

**Registration/Breakfast** 8:30 a - 9:00 a  
**Plenary Session** 9:00 a - 10:15 a  
**Break** 10:15 a - 10:30 a

## Workshops Session I 10:30 a - 12:00 p

- 1A. Dial 3-1-1 for Community Concerns
- 1B. Urban Farming - Growing the Green
- 1C. Beyond Residential Code Enforcement
- 1D. Show the Love - Supporting Local Businesses
- 1E. Business Support and Financing Resources
- 1F. Cutting Utility Costs

**Lunch** 12:00 p - 1:30 p

## Workshops Session II 1:30 p - 3:00 p

- 2A. Activating Neighborhood Businesses
- 2B. Web-based Neighborhood Watch
- 2C. Great Leaders - Great Neighborhoods
- 2D. A Business Journey - From Internet to Storefront

## Session I 10:30 a.m. - 12:00 p.m.

**1A Dial 3-1-1 for Community Concerns** You are probably familiar with 9-1-1 and 4-1-1, but what do you know about 3-1-1? Memphians now have a non-emergency telephone number (3-1-1) that provides quick, easy-to-remember access to non-emergency municipal services. Launched this year, the new 311 call center takes citizens' concerns or suggestions, logs them into a computer system and tracks the requests from the beginning to the end. This is a computer-based workshop and space is limited to the number of workstations. *(Participants must have a valid e-mail address and familiarity with the Internet.)*

**1B Urban Farming - Growing the Green** That problem overgrown land in your neighborhood could be the solution to unemployment and blight in your neighborhood through urban farming. Transforming the vacant lot into a commercial gardening operation could create self-employment opportunities and provide fresh food. Hear about how urban farming is transforming communities.

**1C Beyond Residential Code Enforcement** Do you know who to call about a deteriorated commercial structure in your neighborhood or a commercial business in an area zoned residential with the proper permit? Come learn about the department of government that handles these and other community concerns. Also, learn about the Vacant Property Registry, a recently passed ordinance in the city of Memphis which aims to identify the owners or mortgage lenders with an interest in vacant, blighted properties to hold them accountable.

**1D Show the Love - Supporting Local Businesses** If you've got good businesses in your neighborhood, there are ways to support them and encourage non-residents. Not sure how? All you need is a local business, a date and the willingness to spend a little cash. Hear how cash is being infused into local businesses through a concentrated effort.

**1E Business Support and Financing Resources** Looking to start your own business but don't know where to start? There are organizations available to help with everything from business plan development to loan review. Discover the resources available to assist you in gaining the skills and resources needed to start or sustain a successful business. Also hear from one entrepreneur experienced with crowd funding through websites that help find investors to fund your business. Get a first-hand account of what to consider before moving forward with crowdfunding, as well as, advice on what is necessary to have a successful campaign.



## Cutting Utility Cost

**1F Cutting Utility Costs** You will have the knowledge and tools to reduce your utility usage and bill after attending this EnergySmart workshop on do-it-yourself energy-efficient home improvements. Participants in this workshop will receive a free energy-saving kit valued at \$40.



**Session II**      **1:30 p.m. - 3:00 p.m.**

### 2A Activating Neighborhood Businesses

Got dreams that the vacant retail bays and other spaces in your neighborhood could be turned into community assets? Creative placemaking, tactical urbanism, and pop-up retail (temporary retail shops) are tools that can help residents and business owners take control of their community and make their neighborhoods more vibrant, interesting, and livable places. This workshop will equip attendees with ideas and an active framework for how vacant spaces can be transformed into neighborhood assets.

**2B Web-based Neighborhood Watch** Move over Facebook and Twitter! The latest social media network is Nextdoor. It's the first private social network designed to connect neighbors and help them communicate online about suspicious activities, important information, services, and goings-on in their specific communities. Attendees will see how this technology is being put to use in one Memphis neighborhood and how to get started. This is a computer-based workshop and space is limited to the number of workstations. *(Participants must have a valid e-mail address and familiarity with the Internet.)*

### 2C Great Leaders - Great Neighborhoods

Get down to the business of improving your effectiveness as a front-line, grassroots leader. Build on what you already know by expanding your knowledge of the Memphis community and gain insights on the 10 basic skills essential to outstanding leadership.

### 2D A Business Journey - From Internet to Storefront

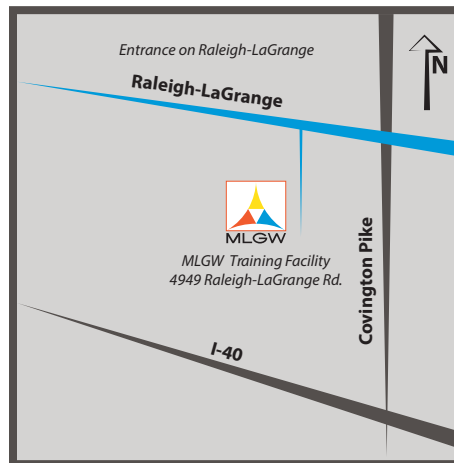
Interested in starting a business? The internet is a great place to start but it doesn't have to end there. In this session, you'll learn about a business collective where members have grown from individual online businesses to an actual storefront business.


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**Cost \$10/person.** All attendees will receive the notebook electronically.

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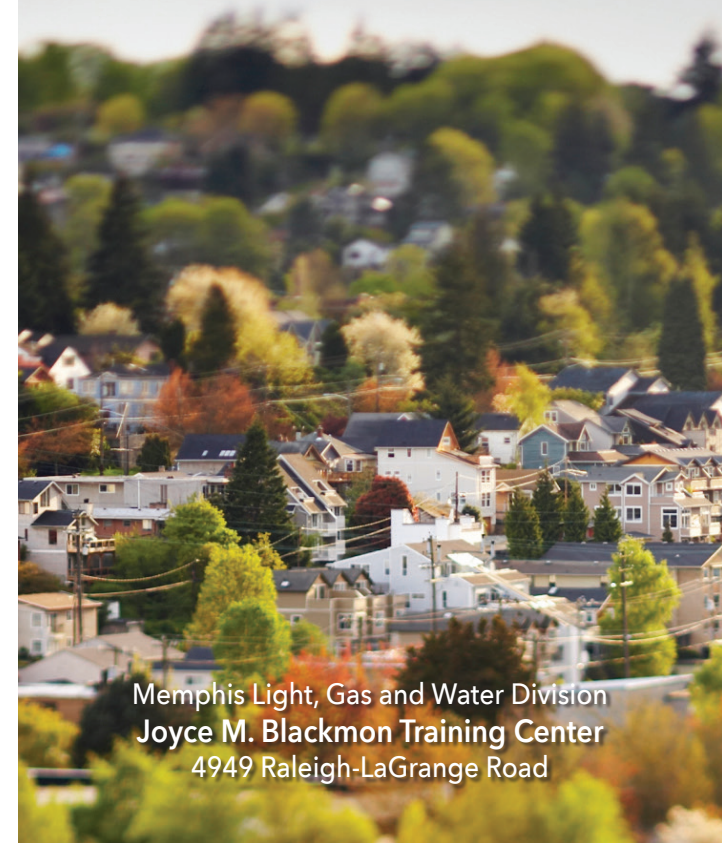
[mlgw.com/neighborhoodleaders](http://mlgw.com/neighborhoodleaders)



 **2013**  
Neighborhood Leaders Conference  
Friday, August 2, 2013



**Neighborhoods  
Get Down to  
Business**



Memphis Light, Gas and Water Division  
**Joyce M. Blackmon Training Center**  
4949 Raleigh-LaGrange Road