

<https://www.youtube.com/watch?v=Y1MU-MA-78s>



Building Stronger Regions:

working across languages, cultures, and lived experiences

Dr. Joanie Buckley

Strategic Equation LLC



Agenda:

Parking Lot

- ❖ Strategies for economic development initiatives
- ❖ Identifying Wealth Creation
- ❖ The value of partnerships
- ❖ Tribal Engagement approaches

Open Discussion:

- ❖ Identify a collaboration bridge in your region
- ❖ Tapping into the Resource Centers



Dr. Joanie Buckley

Business Architect

practitioner with a focus on strategic planning and implementation with performance metrics

Business
Practitioner

Strategic
Equation



Academic Instructor



Research/Publications



INTRODUCTIONS



Is there anything in particular you would like to touch on?



Strategies for economic development initiatives

Wealthworks

Porter's Five Forces

Clustering

Implan

7 Generations

Futuring

Mindmapping

Swot Analysis

OGSM

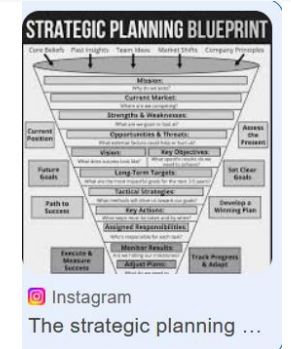
AFI Strategy

PESTL Analysis

TOPS

SGE

Business Model Canvas



PROPM

EVERYTHING YOU NEED TO KNOW ABOUT

PORTER'S GENERIC STRATEGIES

		Competitive advantage	
		Low Cost	Differentiation
Scope of markets	Mass	Cost leadership	Differentiation leadership
	Niche	Cost focus	Differentiation focus

Cost leadership
Differentiation leadership
Differentiation focus
Cost focus



MULTIPLE FORMS OF WEALTH



the Pacific Northwest
have a wealth of timber



Black Belt regions of Alabama
and Mississippi have a wealth of
agricultural knowledge



Tribal communities have a
wealth of tradition, practices
and artistry



Changing Landscapes

01

World Wide Technology

Revenues (\$M) 11,287,419

02

Act 1 Group

Revenues (\$M) 2,800.000 03

Bridgewater Interiors L.L.C.

Revenues (\$M) 1,969,340

04

Coca-Cola Beverages Florida L.L.C.

Revenues (\$M) 1,310,000

05

Modular Assembly Innovations L.L.C.

Revenues (\$M) 1,042.690



David L. Steward

Maryland Heights, MO

Type of business IT
products/services
Staff 5,378

From Start-Up to Community Investment

TOP 10 U.S. MARKETS TO START A HISPANIC BUSINESS RIGHT NOW

Where Population Growth, Opportunity & Latino Entrepreneurship Are Rising



STRONG LATINO POPULATION | GROWING ECONOMY & OPPORTUNITY | BUSINESS-FRIENDLY MARKETS

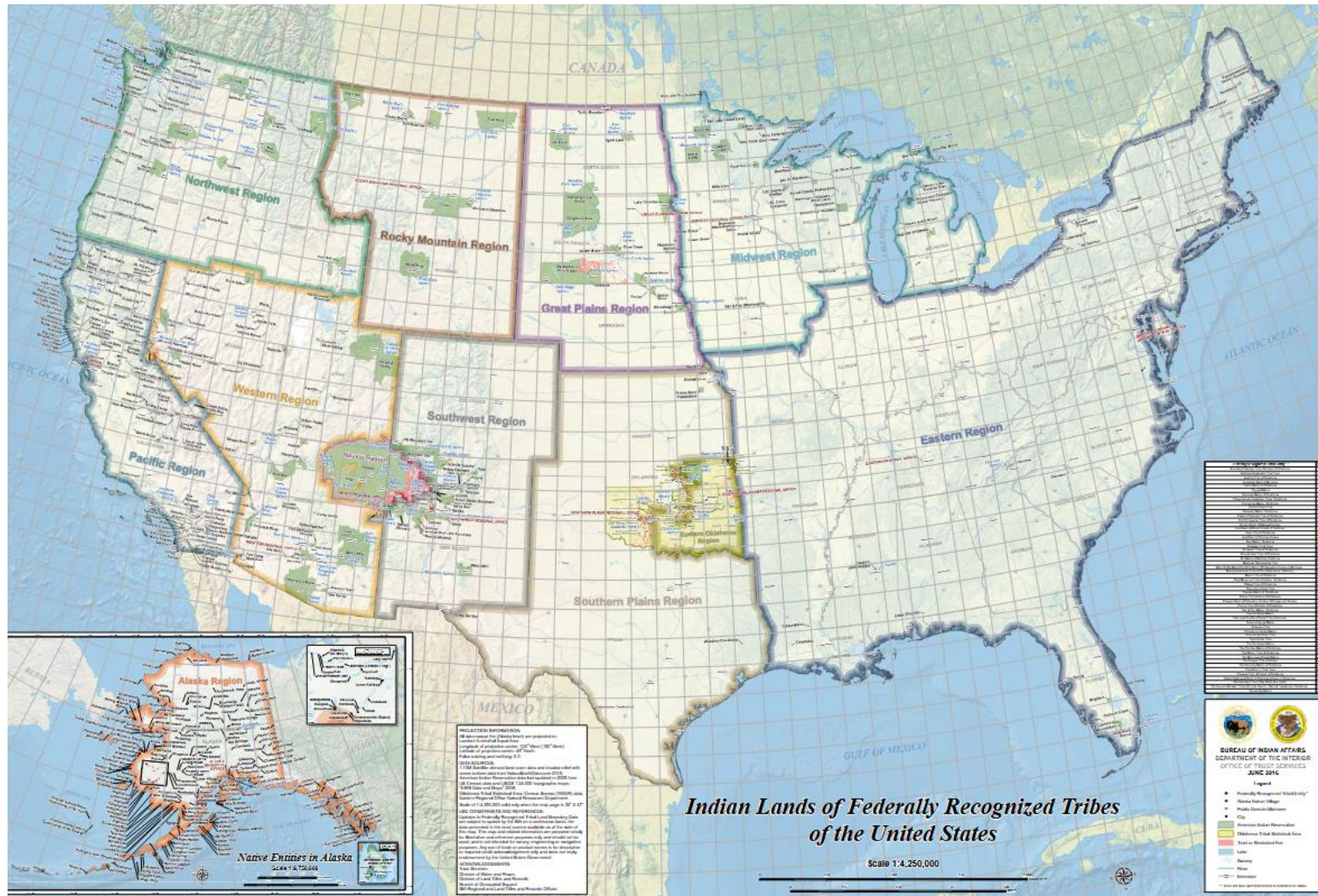
Top Hispanic-Owned Companies (2025 Rankings)

- **Carvana:** Reclaimed the top spot in the 2025 Index.
- **MasTec:** A major infrastructure engineering and construction firm.
- **TelevisaUnivision:** Leading Spanish-language media and content company.
- **Goya Foods:** The largest Hispanic-owned food company in the U.S..
- **Bimbo Bakeries USA:** A major food industry leader.
- **Fanjul Corp / Florida Crystals:** Prominent in the sugar industry.
- **Quirch Foods Co.:** Large frozen food distributor.
- **Ruiz Foods Inc.:** Known for frozen, hand-held Mexican foods.
- **Pinnacle Group:** A leader in workforce solutions and IT services.
- **Softtek:** A major IT services provider.

THE VALUE OF PARTNERSHIPS – the 3 sisters



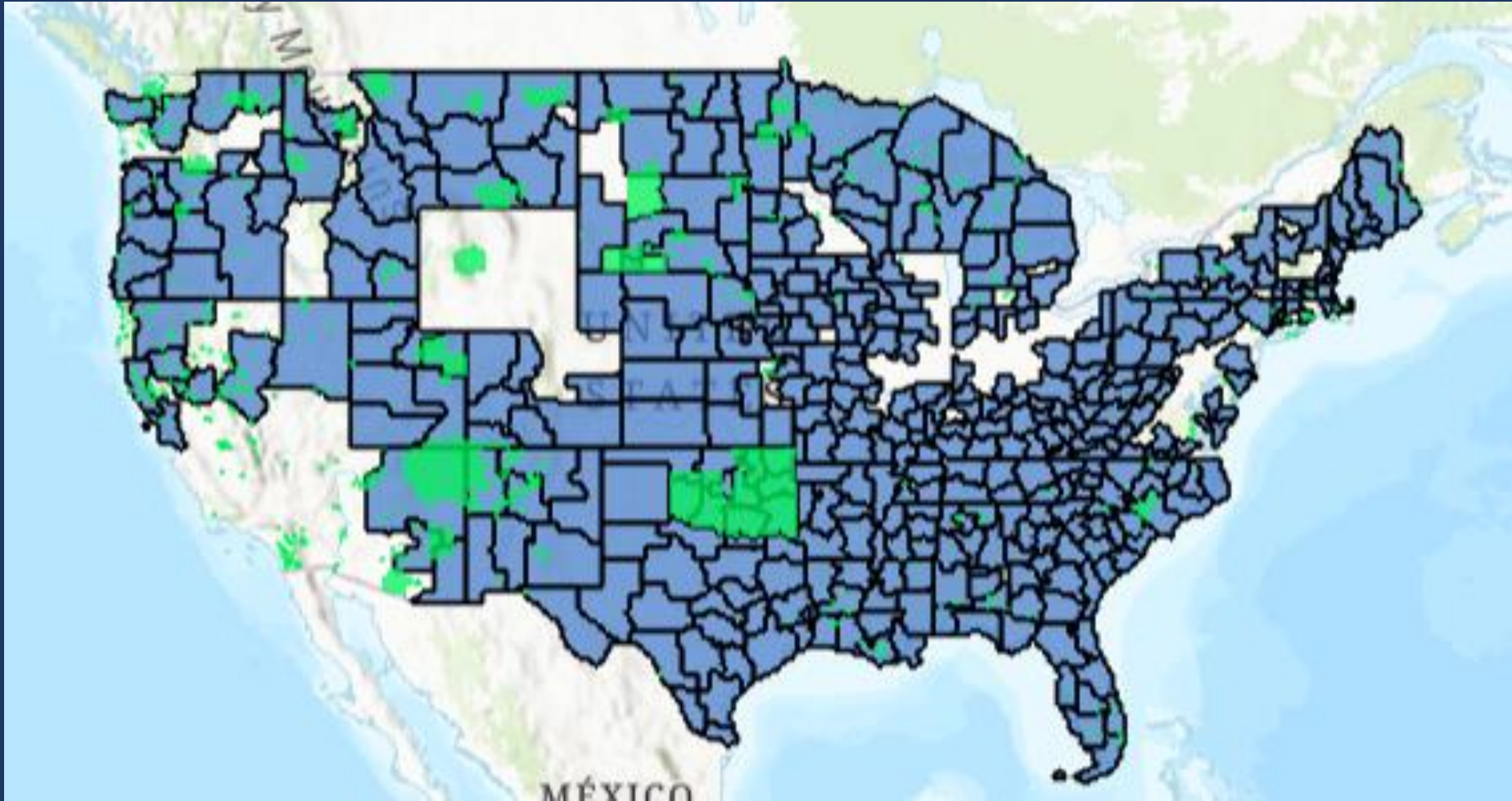
LANDS FEDERALLY RECOGNIZES TRIBES



575
Federally
Recognized
Tribes



Identify Collaboration Opportunities



Map: nado.org/eddtribemap/

[Clickable Mapping Link](https://nado.org/eddtribemap/)

Engaging with Tribal Partners

- ❖ “Meaningful” partnership
- ❖ Open mind and good heart
- ❖ Respect and humility
- ❖ Research / Preparation
- ❖ Cultural protocols
- ❖ Understand Sovereignty, treaties, lands, environment

- ❖ 7th Generation Philosophy

A BRIDGE TO ENGAGEMENT



CEDS

offers a quick read for potential partnerships

SPOKANE TRIBE

“This document is a blueprint to achieve true economic sovereignty.”

“**Cultural values** were identified as the number one focus for economic development.”

“The Tribe’s infrastructural assets are best characterized as just the opposite – liabilities.”

Spokane Tribe

GOAL 1. Leverage the Tribe's **Promise Zone and Opportunity Zone** designations.

GOAL 2. Attract primary jobs to the “STEP Fee Parcels.”

GOAL 3. Create the Misteqwa Village Development in Chewelah, WA on the Tribe's trust parcels.

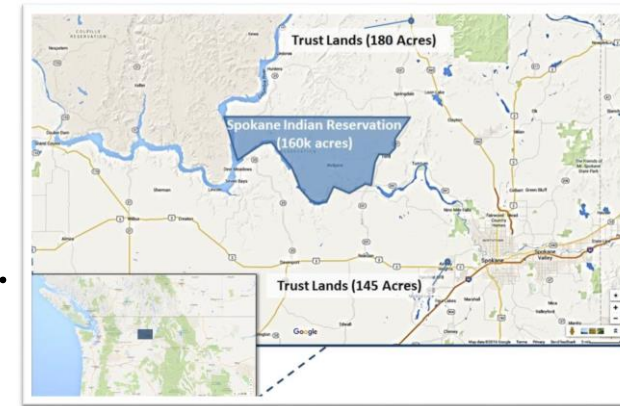
GOAL 4. Create a Development Plan for the Two Rivers Resort.

GOAL 5. Plan, design, and construct future phases of STEP.

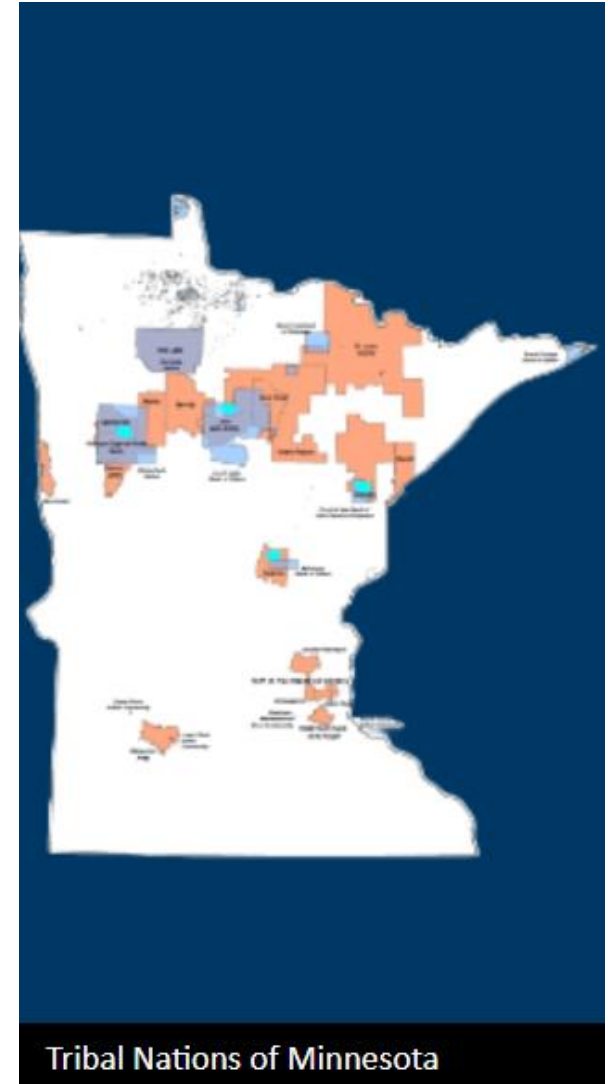
GOAL 6. Revitalize the Tribe's administrative seat. Smart Growth strategies.

GOAL 7. Increase **high-speed broadband connectivity** for the Spokane Indian Reservation and northeast Washington.

GOAL 8. Engage with regional stakeholders in their continuous **CEDS** efforts to better leverage economic opportunities for the Tribe.



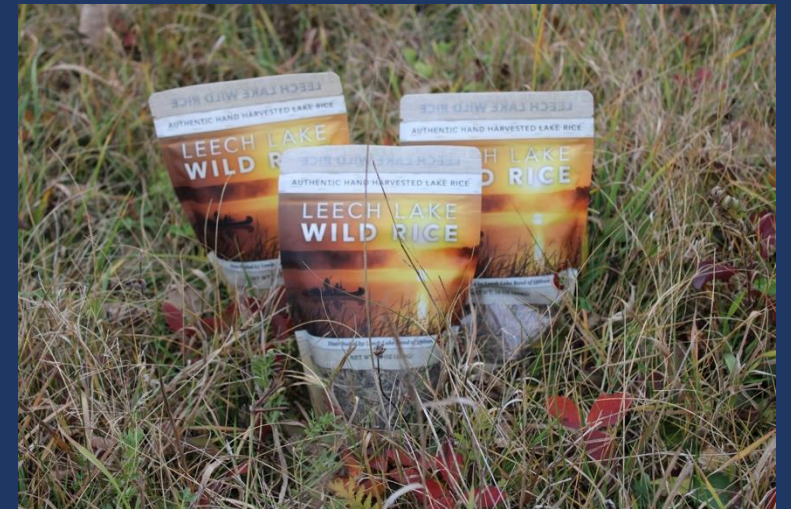
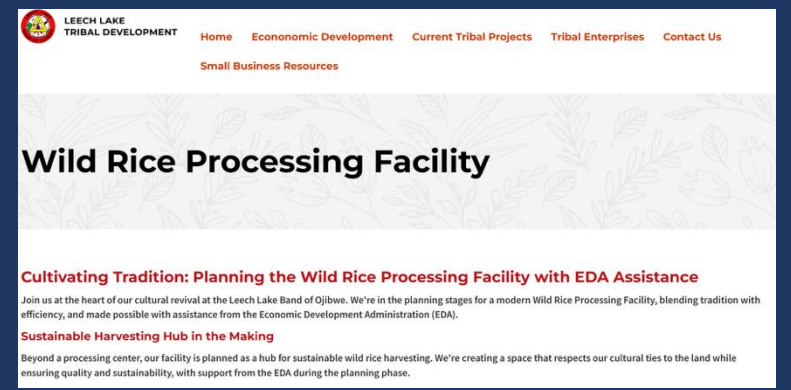
UNITED STATES OF AMERICA



Tribal Nations of Minnesota

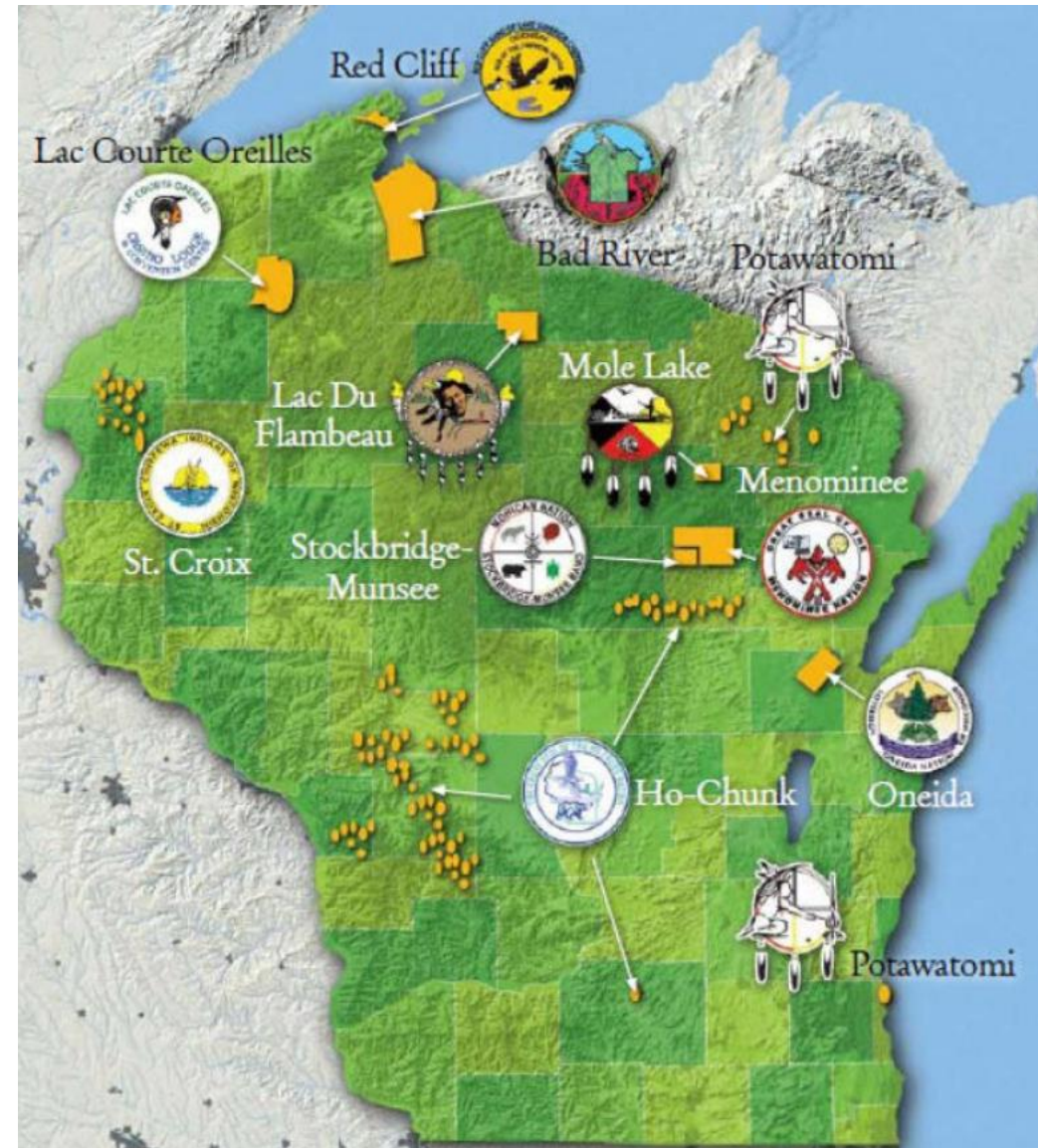
Project Example Region Five Development Commission (MN) & Leech Lake Band of Ojibwe

- **Leech Lake:** constructing a 6.1k sq/ft rice processing facility to grow its Wild Rice Tribal Enterprise
- **R5DC role:** convened partners,
aligned regional strategy,
facilitated Leech Lake teams and EAPC,
led grant development
USDA Regional Food Business Center
coordination
- **EDA** investment secured in 2024



GLITC - CEDS

Tribal Nations
Wisconsin



Project Example:

North Central Wisconsin Regional Planning Commission & Lac du Flambeau Business Development Corporation

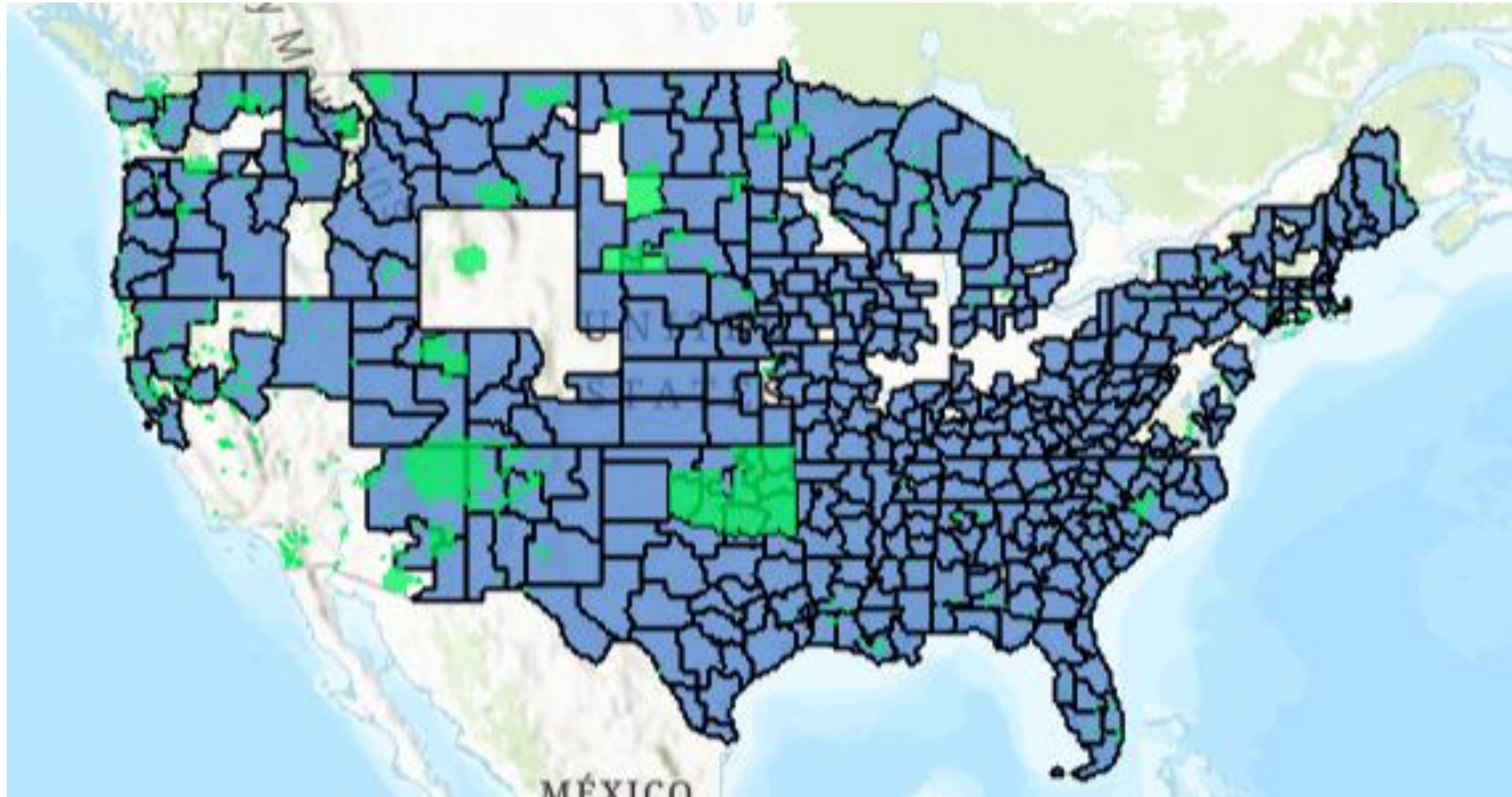
Constructed a workforce and business development facility

- **NCWRPC's** role: 2017 feasibility study, grant assistance, technical support
- **EDA** investment secured in 2018;
- **Lac du Flambeau Facility** opened in 2022



INTERACTIVE MAP

nado.org/eddtribemap/





Resources

NADO & FNDI Tribal Engagement

nado.org/tribal-engagement-resources/

- EDD-Tribe Interactive Map
- Case studies of joint projects and engagement approaches
- Reports: Tribal EcDev Perspectives; Engagement 101 for RDOs
- Webinar recordings; external links
- **Melissa Levy – WealthWorks training - cohort**



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Even Eagles Need a Push -- David McNally

Let go of fear. Discover your true sense of purpose. Live the life you've only imagined!

Too many people overvalue what they are not and undervalue what they are.
- Malcolm Forbes

There is only one success – To be able to spend your life in your own way. - Christopher Morley

It's pretty hard to find what does bring happiness.

Poverty and wealth have both failed.

The method of the enterprising is to plan with audacity and execute with vigor.

- Christian Bovee

Treat your goals as guides. They should stretch and challenge you but not defeat you.

A woman/man is a success if he gets up in the morning and gets to bed at night and in between does what he wants to do.

- Bob Dylan

You have to move up to another level of thinking, which is true for me and everybody else. Everybody has to learn to think differently, bigger, to be open to possibilities

- Oprah Winfrey

Live all you can; it's a mistake not to. It doesn't so much matter what you do in particular, so long as you have your life. If you haven't had that, what have you had? -

Henry James