

Blazing New Trails into the Future: How Civic, Community Engagement, and Branding Strengthen Rural Communities

THURSDAY, MAY 7, 2026
11:00 AM, MST

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Montana's small towns and the people who call them home are a vital part of what makes our state special. Their history, heritage, connection to place, and determination to persevere reflect the values and traditions that have long shaped rural life. Yet the challenges facing small towns today—and those on the horizon—feel different. For many rural communities to remain sustainable, resilient, and vibrant, a shift is needed.

This session will explore lessons learned from the highly successful Reimagining Rural project, which has engaged more than half of Montana's counties, over 50 small towns, and thousands of residents committed to shaping the future of their communities. Participants will gain insight into what is happening across rural Montana and how civic pride, community engagement, and community branding can help create the momentum and mindset needed to move rural places forward.

Register: <https://mtsbdc.ecenterdirect.com/events/6216>

Hear experts provide an overview of Small Business Development topics and phone in or type chat questions or comments. We will follow-up with requests or additional information. All webinars are **FREE** and open to the public. These webinars will be recorded and archived. For questions, email jschumacher@montana.edu

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