

Main Street

OAKLAND  
COUNTY  
MICHIGAN

WEBINAR

# TRANSFORMATION STRATEGIES TRAINING

JUNE 30 2023  
9 - 11 AM

Register Today:  
**AdvantageOakland.**  
**EventBrite.com**

Cost: Free | Registration required  
for webinar link.

## OUTLINE

### Part 1

- Transformation Strategy: History and Background
- What is (and is not) a Transformation Strategy?
- Steps for Strategy Identification

### 15-Minute Break

### Part 2

- You Have a Strategy, Now What?
- Break Out Rooms: Practice Applying a Strategy
- Summary and Next Steps

### Questions? Contact

Annaka Norris, Senior Planner,  
Main Street Oakland County  
(248) 858-5447 | [norrisa@oakgov.com](mailto:norrisa@oakgov.com)

## PRESENTER

### Jacqueline Swihart

*Program Officer for Revitalization  
Services, Main Street America, Chicago*



As the program officer for Main Street America's revitalization services, Jackie Swihart is responsible for delivering and expanding the reach of technical assistance and consulting services to the network of coordinating programs, communities, and other partners across the U.S. She is a former educator and public servant with a passion for people, place, and history. Prior to joining Main Street America, she was the deputy director for the State of Indiana Archives and Records Administration. She also served as the Indiana Main Street coordinator and historic renovation grant program manager within the Indiana Office of Community and Rural Affairs. As the coordinator, she successfully organized and led the implementation of rebuilding Indiana's coordinating program, including the development of new program levels and bolstering alignment between local programs, Indiana Main Street, and Main Street America.