

"The biggest enemy of great is good."

*Jim Collins  
Author, Good to Great*

"Community building starts with the process of locating the assets, skills, and capacities of residents, citizens' associations, and local institutions"

*John Kretzmann &  
John McKnight*

"What has been is not good enough."

*Billy Crews  
Daily Journal  
Publishing  
Tupelo, MS*

## 3rd Private-Sector Investment in Community Improvement Convening to be Held

The topic of private-sector investment in community improvement seems to be striking a chord with many communities. Following the event in Muscatine, March 4-5, 2002, we were invited to Tupelo, Mississippi, to hold a similar event with key leaders in their community. We are now taking this event to southwestern Michigan for corporate leaders there.

In Tupelo, each participant brought a special ingredient to the discussion. They all had been involved in a major organizational transition process during the last few decades and had many ideas that were key to their success in bringing change to their organizations. Often their ideas were similar but they just varied the context. They reflected their personal experience and what they considered to be the most important lessons learned. They also started to

frame their responses to meet the connection with what needs to happen to bring change to the community. This was a natural progression within the dialogue.

We also see the possibility of partnering with another national organization to host a fourth convening on this topic with corporate leaders, community building leaders, and foundation leaders from all over the country. This topic area is truly exciting and we feel we have an opportunity to truly impact our communities through our businesses.

For the most recent information on any of our convenings please visit our website [www.civilitycenter.org](http://www.civilitycenter.org). You will find summaries of each convening in the Dialogue portion of the site.



## Bring a Dish to Pass

We have received requests for over 4,500 copies of our book. Since we have yet to formally market the book we find these requests affirm our message and its relevance. Due to the incredible reception the book has received, co-authors Jay Newman and Kent Roberts are starting an outline for a new book that is related to the first.

This next book will take the nine community sectors touched on in the first book and discuss them in practical terms. It will go into more depth and tie in real life examples of what we suggest. Thank you to everyone who has passed our book along and please continue to do so!



## Suggested Readings

We recently sent out an article from Fast Company magazine regarding Jim Collins' book, Good to Great. We highly recommend this book and encourage you to keep the change process for communities in mind as you read it. Through our private-sector convenings we have continued to confirm our belief that the corporate transformations of the last two decades are made up of the same ingredients that communities must use to transform themselves.

We also recommend Appreciative Inquiry: Rethinking Human Organization Toward a Positive Theory of Change by David L. Cooperrider et.al. This book looks at the future of "positive revolution" in our world.

**VISIT US**  
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Upcoming Events  
Where to find the National Civility Center

AUGUST

**Washington D.C.**

Meeting with key legislators

Researching new business opportunity

Meeting with our editor, Leila Fiester

**Muscatine**

Discussions with The Aspen Institute regarding a Mega-Convening

SEPTEMBER

**Michigan**

Private-sector convening

Community coaching

**Muscatine**

Board of Directors meeting

We have received strong inquiries to work in communities in Ohio, Michigan, Georgia, and our continued contract with 9 communities in St. Joseph County, Michigan