



Rural Revival

YEARBOOK 2019



GREETINGS FROM RURAL AMERICA

Welcome to our first yearbook. With this being our first full year in existence, there's a lot to celebrate.

Inside you'll find highlights of the road trips, the events, and most importantly the people who have made this past year so special. The ones whose stories of hard work, risk, perseverance, and grit have inspired us all.

When I started Rural Revival, I wanted to create a place where rural dreamers and doers could connect, and it has become just that. This year I have seen people across the country connect to help each other learn and to encourage one another in their business ventures and in life, I've seen new friendships formed, I've seen new job opportunities and collaborations open up for the most deserving people - and all through this community.

There is no denying that a shift is happening in rural America. And I'm excited to, along with you, have a front seat to the action. You are the exact reason the future of rural America is brighter than ever.

Thanks for taking me along for the ride.

>> Danna Larson, Rural Revival Founder





RURAL REVIVAL

We're the ones who believe country life really is the best life, and we showcase the hardworking people who are finding creative ways to do life in rural communities all across America.

We believe this generation is hungry to return to their roots. What if there was a way for our small-town communities to start growing again instead of slowly fading away? What if there was a way to bring people back to their hometowns to raise their families? What if this generation could be known for sparking a rural revival across America? Instead of saying "what if," we're saying "let's do it!"

BRINGING AMERICA
BACK TO THE COUNTRY,
ONE IDEA AT A TIME.

By combining creative thinking, technology, and some good old-fashioned hard work, revival in our small towns and rural communities is not only possible, it's happening. From farming and agriculture to amazing restaurants, vintage markets, and even tech start-ups, people are thinking outside the box, taking risks, and bringing life back to the hometowns and small communities we love.

Our hope is this will be a place where you can be inspired to do the same. So jump in, hear the stories of people who are doing life in rural America and loving it, and start dreaming. And then let us know what you're up to so we can share your story, too!

#ruralrevival
#ibelieveinruralrevival



ROAD TRIP TO



M5 BURGERHOUSE // FORT JONES, CALIFORNIA



EPISODE 39 // MARY HEFFERNAN OF FIVE MARYS FARMS

What better way to start the new year than with a road trip! 3,456 miles from Texas to California to Oklahoma and back. Our destination was the Boss Babes Conference in Fort Springs, so we hit up small towns and recorded podcasts along the way.



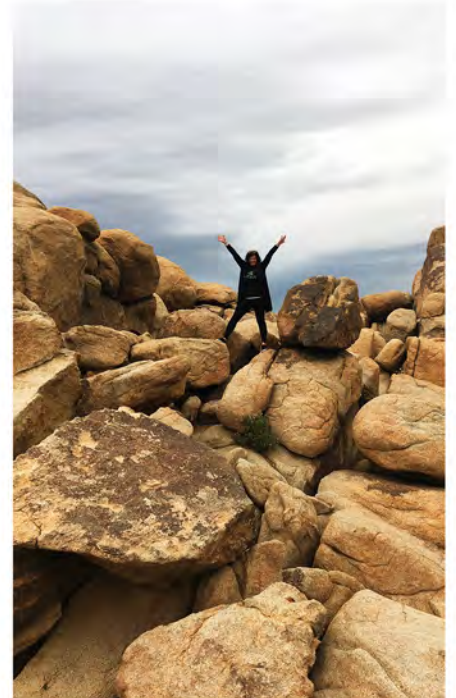
EPISODE 44 // CASSIDY FISHER OF THE NORTHERN CRAFT

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EPISODE 42 // MATTHEW SLIGAR OF
RICE FARMING TV



JOSHUA TREE



NEVADA HIGH DESERT

SHER OF

BOSS BABES CONFERENCE // PALM SPRINGS



EP. 40 // PHOTOGRAPHER LYNDSEY GARBER



EP. 40 // ENTREPRENEURS COLIN & ERIN TAWNEY



CIMMARON, NEW MEXICO





PIONEERTOWN
MOTEL

MOTEL
MOTEL GUESTS ONLY
NO EXIT



I HAVE BEEN SURPRISED THAT WE COULD BUILD A BUSINESS FROM A RURALLY WAS, I'M MOVING FROM THE LAND OF OPPORTUNITY TO

- MARY CHEFFERNAN,



M-5



MALL TOWN. I THINK THAT WAS ONE OF MY BIGGEST CONCERNS MOVING A TOWN OF 600 PEOPLE, HOW AM I GOING TO BUILD A BUSINESS?

FIVE MARYS FARMS

- THE -
RURAL REVIVAL
MASTERMIND

CHASE • THE • DREAM
EVERY TRADE & CALLING

PAWHUSKA • OKLAHOMA



RURAL REVIVAL MASTERMIND

AN EXPERIENCE THAT WILL FOREVER MARK OUR BUSINESS JOURNEYS

On May 12-15, a group of rural entrepreneurs from across the country met up in Pawhuska, Oklahoma, where this town breathed life into us and inspired us for four days.

Together we learned from one another, tackled our biggest challenges, dreamed up new ideas, and created strategies to help achieve our dreams. We saw the power of community over competition in action firsthand. The experience was pivotal to propel our businesses forward – each of us taking big risks and going all in to live out our passions and bring rural revival to our small towns.

#dreambig
#bettertogether
#ruralrevival

*“What a wonderful experience.
This is a big part of what will make
our next steps successful. Thank you
for breathing life into us!”*

– Mastermind participant

Rural Revival PODCAST

FOR THE DREAMERS. THE DOERS. THE NEW AMERICAN PIONEERS.

From farming and agriculture to amazing restaurants, vintage markets, and even tech start-ups, people are thinking outside the box, taking risks, and bringing life back to the hometowns and small communities we love. Our hope is this will be a place where you can be inspired to do the same. So jump in, hear the stories of people who are doing life in rural America and loving it, and start dreaming. And then let us know what you're up to so we can share your story, too!

Listen On

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2019 Podcast Circup

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EPISODE 37 // LIFESTYLE PHOTOGRAPHER AND LEATHERIST ALI NELSON
EPISODE 38 // BROOKE CLAY OF RURAL GONE URBAN
EPISODE 39 // MARY HEFFERNAN OF FIVE MARYS FARMS
EPISODE 40 // COWBOY LIFE AND LOVE STORIES PHOTOGRAPHER LYNDSEY GARBER
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EPISODE 74 // JASON AND NICOLE SMITH OF DREAMDIRT
EPISODE 75 // CASSIE EVERSON OF WANDERLUST SKULLS

RURAL STATES OF AMERICA

THIS YEAR OUR PODCAST FEATURED
PEOPLE AND BUSINESSES FROM 14 STATES





The
 — NEW · AMERICAN · PIONEERS —
 « STORIES of STRENGTH »
 [FULL OF PROMISE]
 and Passion



EPISODE 35 // JONI NASH OF THE PAWHUSKA CHAMBER OF COMMERCE

We're so excited to bring you this week's interview with Joni Nash, the Executive Director of the Pawhuska, Oklahoma Chamber of Commerce. Pawhuska just happens to be the home of Ree Drummond – The Pioneer Woman, and Joni has been right in the action as this small town has been revived literally overnight.



EPISODE 36 // RURAL VISIONARY CHRIS DEAL

If you're looking for rural development strategies, then this week's podcast is for you! We're sitting down with Chris Deal from Jefferson, Iowa (pop. 4,345) to talk about the amazing revitalization happening here. Chris moved back to his hometown to help with the family business, Deal's Orchard, but his role in the community has since expanded way beyond that. He has had a key role in the revitalization of Jefferson and some exciting projects happening here.



EPISODE 37 // LIFESTYLE PHOTOGRAPHER AND LEATHERIST ALI NELSON

This week on the podcast we're taking you to the farm outside of New Providence, Iowa (pop. 250) with lifestyle photographer and leatherist Ali Nelson. Ali has so many cool things going on and she's giving us a look at her life as a farm wife, creative, and small town entrepreneur.



EPISODE 38 // BROOKE CLAY OF RURAL GONE URBAN

We recently met up with Brooke Clay of Rural Gone Urban as our travel paths were crossing in Tulsa, Oklahoma. We had a great conversation about the power of story, her Rural Influencer Project and what makes someone an influencer, and why the narrative is changing for rural America. Plus we let you in on the story behind The Ruralist and how that came to be.



EPISODE 39 // MARY HEFFERNAN OF FIVE MARYS FARMS

We're sitting down with Mary Heffernan of Five Marys Farms. We met up at their M5 Burgerhouse in Fort Jones, California (pop. 839) to talk about all things Five Marys. Like, how she first discovered her love for small business, why she loves the rural life, the power of Instagram, and so much more. Mary is an entrepreneur at heart and you'll be so inspired hearing how she and her family have built Five Marys from the ground up.



EPISODE 40 // COWBOY LIFE AND LOVE STORIES PHOTOGRAPHER LYNDSY GARBER

This week on the podcast we're on the ranch in Datil, New Mexico (pop. 54) with cowboys and love stories photographer Lyndsey Garber. We talk about what it's been like for Lyndsey to grow her rural business from a side hustle to a portfolio with national clientele. Plus she has some great things to say about the power of story, and even shares her own cowboy love story.



EPISODE 41 // DESIGNER REGAN DOELY OF DOE A DEER

This week on the podcast we're with designer Regan Doely of Doe A Deer in Stuart, Iowa (pop. 1,648). Regan's talking about how she's grown her business from a side hustle on Facebook into a full product line that's now being sold by national retailers. She's also sharing how her handmade-focused brand is inspired by her love for vintage and why she loves to work with small shops and businesses in rural America.



EPISODE 42 // MATTHEW SLIGAR OF RICE FARMING TV

This week on the podcast we're in Gridley, California (pop. 6,937) with third generation rice farmer Matthew Sligar. Matthew started Rice Farming TV to help promote and educate people on the California rice industry through weekly videos on YouTube, and he's gained quite a following. He's talking all things rice farming and how his videos have opened up some great opportunities.



EPISODE 43 // LUKE & KENYON LOMAX OF PRAIRIE SKY JEWELRY CO.

This week on the podcast we're in Pawhuska, Oklahoma with Luke and Kenyon Lomax of Prairie Sky Jewelry Company. With a fairly new business and products that have quickly become high in demand, we have an incredible conversation on how they have built their business and their life, and how they transitioned from life on the road to their new home on the farm in Pawhuska. From learning their trade to social media to customer service and so much more - they have a lot of gold to share that any small business owner can learn from.



EPISODE 44 // CASSIDY FISHER OF THE NORTHERN CRAFT

We're in Penn Valley, California this week on the podcast with fiber artist Cassidy Fisher of The Northern Craft. She's sharing about how she turned her passion for art into a full-time profession, and how she uses inspiration from the beautiful things around her to create her collections. Plus, she's dishing about her incredible experience at Magnolia's Silobration and the impact that's had on her business.



EPISODE 45 // PAIGE EHNLE OF NO ROOTS BOOTS

This week we're in Metamora, Illinois (pop. 3,732) with Paige Ehnle of No Roots Boots. Paige has combined her passion for travel, meeting people, and high quality western and fashion boots into a boot store on wheels. She now road trips with her vintage Airstream to markets, fairs, festivals, concerts, and other events - selling her boots all over America. She's sharing all about how she built her business and what she's learned along the way.



EPISODE 46 // EMILY RIDDLE OF GATHERED LIVING

This week on the podcast we're in Versailles, Kentucky (pop. 9,292) with entrepreneur Emily Riddle. Emily and her husband have invested into their small town square by bringing in several new businesses, and in just a year and a half it has evolved into a vibrant, thriving destination that's attracting young people - and most recently Hollywood - as the site for a Drew Barrymore movie set.



EPISODE 47 // ENTREPRENEURS COLIN & ERIN TAWNEY

This week on the podcast we're in Cimarron, New Mexico (pop. 1,021) with entrepreneurs Colin and Erin Tawney - and what happened to be a fortuitous stop on our road trip to California earlier this year. Colin and Erin are sharing what led them to bringing a bed and breakfast, brewery, and bike race to their historic town, plus all they're doing to help bring economic development and positive change to the community. They are a great example of what it looks like to really seize the opportunities their small town has to offer.



EPISODE 48 // MICHELLE MYERS OF DIRT ROAD CANDLE CO.

We're on the farm outside of Atlantic, Iowa with Michelle Myers of Dirt Road Candle Company for this week's podcast. Michelle started a side hustle making soy candles - and with scents like Iowa Back Roads, Small Town Gossip, and County Fair - her business has quickly taken off. She's sharing how she's built her brand and business, and about her Iowa Farm girl roots and life on the farm.



EPISODE 49 // LYNDSY SULLIVAN OF THE FIELD HOUSE

This week on the podcast we're in Vian, Oklahoma talking with Lyndsey Sullivan, who recently opened a lifestyle gym called The Field House. She's sharing how she brought what had been a dream in her heart for over five years to life by restoring a vacant building on main street. Lyndsey's shifting that mindset in her rural town by offering affordable price points and educating members that her gym is an all-around healthy lifestyle option - and her community is really embracing it.



EPISODE 50 // BELLE GOLDEN OF BELLE'S FLOWER TRUCK

This week on the podcast we're talking with Belle Golden of Belle's Flower Truck in Tifton, Georgia. She's sharing how, as someone who never had arranged flowers or even had dreams for a flower truck, knew in her heart this was something she was supposed to do and brought it to life in a matter of days. The result is now one of the hottest things in her small town - Belle's Flower Truck.



EPISODE 51 // MORGANN MCCOY OF A WELL WORN STORY

We're in New Glarus, Wisconsin (pop. 2,172) this week on the podcast with Morgann McCoy - Owner, Designer, and Seamstress at A Well Worn Story. Morgann creates high quality, handcrafted goods - including durable bags, aprons, and home goods - by transforming textiles into heirloom pieces to tell a unique story. And it all started with a sewing machine, a dream, and \$5,000!



EPISODE 52 // ANNE GREENWALT OF CARVER'S RIDGE

We're in Corning, Iowa (pop. 1,635) for the podcast this week with Anne Greenwalt of Carver's Ridge. Anne is a fifth generation entrepreneur and is sharing how she and her husband Tyson started a boulder engraving business that has since grown into an amazing product line of handcrafted, personalized gifts. They recently moved the entire business to Anne's hometown of Corning and are loving the small town life there - and Anne's telling us all about it!



EPISODE 53 // NATALIE KOVARIK AND JATANNA WILLIAMS OF RANCH WIVES BEEF CO.

This week on the podcast we're with Natalie Kovarik and JaTanna Williams of Ranch Wives Beef Co., based out of their ranches in rural Nebraska and Montana. From their Montana roots to pharmacy school and now back to the ranch, you'll love hearing about the 'why' behind Ranch Wives Beef Co. and the ins and outs of their partnership and how they make it all work.



EPISODE 54 // SANDY SCHUBERT OF HEDGIE'S BOOKS, TOYS & MORE

This week on the podcast we're in Bedford, Iowa (pop. 1,440) with Sandy Schubert of Hedgie's Books, Toys, and More. Sandy and her husband moved to Bedford a little over four years ago. From taking a chance on a new town, to the success of her store, to the way this community has embraced her and her husband, you'll love hearing Sandy's story and how this move was so right, in so many ways.



EPISODE 55 // ZACK AND LAURA KRAUS OF FLAMINGO SPRINGS TRAILER RESORT

We road tripped to Prairie Grove, Arkansas (pop. 4,386) for this week's podcast with Zack and Laura Kraus, creators and owners of Flamingo Springs Trailer Resort. Zack and Laura are sharing how they decided to quit their multiple jobs in LA, sell their stuff, and ultimately move to Arkansas and open a trailer resort that really is as awesome as it sounds.



EPISODE 56 // STEVEN AND TIFFANY POE OF THE GRANDVIEW INN

This week on the podcast we're in Pawhuska, Oklahoma (pop. 3,377) with Steven and Tiffany Poe, owners of The Grandview Inn. Steven and Tiffany are sharing how a homeschool group connection introduced them to Ree Drummond - who we all know as The Pioneer Woman - which led to them moving to Pawhuska, and how they now have their own piece of Drummond history at the Inn.



EPISODE 57 // EMILY MYERS OF LANTANA MADE

This week on the podcast we're in Fairfax, Oklahoma (pop. 1,380) with Emily Myers of Lantana Made. Emily is a ranch wife and mom who crafts western handmade bags out of her home on the ranch. From an internship at the Fort Worth Stockyards to a job at Miranda Lambert's Pink Pistol store, she's sharing about the journey that led to Lantana Made. Since starting her business she's put her own mark on the western fashion world and she's telling us all about it.



EPISODE 58 // DAN DOUGLAS OF BELLEVILLE HOMETOWN LUMBER

This week we're in Belleville, Kansas (pop. 1,991) with Dan Douglas of Belleville Hometown Lumber. Dan is sharing about his unlikely path as an entrepreneur, and how he was able to come back to his hometown and open a business. We touch on community over competition, what it means to bring jobs to his hometown, and how their business growth is having an impact beyond their community.



EPISODE 59 // JILL WINGER OF THE PRAIRIE HOMESTEAD

This week we're in Chugwater, Wyoming (pop. 212) with Jill Winger of The Prairie Homestead. After growing up in the suburbs, Jill and her husband Christian knew they wanted a life in the country. So they went all in and started building what we now know as The Prairie Homestead - and pioneering the way for today's homestead movement. Jill's sharing all about her life as a homesteader, what she has learned as this brand and business has grown and expanded, and how, as someone who didn't love cooking, she ended up with a cookbook. You'll love Jill's passion and intentionality, and how it shows in everything she's doing.



EPISODE 60 // NIKKI EDMUNDSON OF CANTY BOOTS

This week we're in Harrison, Montana (pop. 137) with Nikki Edmundson of Canty Boots. Nikki's sharing how a custom pair of boots she made for herself turned into an international business. You'll love Nikki's perseverance as a business owner - from establishing her trademark to pursuing the stores she knew were the right fit for her product. She's also sharing about her new store that opened this summer and life as a working mom.



EPISODE 61 // JUSTIN AND HEATHER SLACK OF THE POST & OFFICE

This week on the podcast we're in Harrington, Washington (pop. 424) with Justin and Heather Slack of The Post & Office - a local coffee shop and co-working space. As self-described 'accidental business owners,' Justin and Heather are sharing about their quick move to Harrington and the adventures that have followed - from opening up new businesses to Justin's new role as mayor. Plus, you'll appreciate the perspective they gained from their time spent living in a big city, and the 'why' behind everything they're doing: to bring the community together.



EPISODE 62 // KAREN ALLEN OF HOTEL LINCOLN, THE ELECTRIC HOTEL

This week we're back in Harrington, Washington with Karen Allen of Hotel Lincoln, The Electric Hotel. Karen and her husband Jerry have a love for restoration and their work on this hotel, originally built in 1902, is a labor of love that is ten years in the making. It was called The Electric Hotel because the building was provisioned for electricity before the City of Harrington had electricity supplied to the town. At the time it was very innovative and a cornerstone for the development of Harrington. Now Karen and Jerry want it to be the cornerstone for redevelopment.



EPISODE 63 // JESSE RENFORS OF CODY COFFEE ROASTER

This week we're in Cody, Wyoming (pop. 9,885) with Jesse Renfors of Cody Coffee Roaster. From a professional luger to a stay-at-home dad turned coffee roaster, Jesse is sharing about his journey and how he has grown his company from a side hustle to an international success. From turning an older service station into the ultimate Cody Coffee shop or opening two locations in a month, this episode is packed with value.



EPISODE 64 // CALLIE LEE OF OSAGE OUTFITTERS

This week on the podcast we're in Pawhuska, Oklahoma (pop. 3,589) with Callie Lee of Osage Outfitters. Callie and her husband Joey moved to Pawhuska in 2013 to open their store, and since then have helped completely transform the town's historic downtown and bring the best quality boots and highest end of western fashion in the area.



EPISODE 65 // ALYSON DORR OF THE RED BARN

This week we're in Columbia Falls, Montana (pop. 4,710) with Alyson Dorr of The Red Barn. Alyson is a fourth generation farmer who is helping bring up the next generation of family farm kids. She and her husband Casey share their little slice of heaven through The Red Barn, their luxury loft vacation rental, their farm-grown peppermint oil, raw honey, and pastured, all-natural pork. And she's telling us all about it on today's podcast.



EPISODE 66 // MARJI GUYLER-ALANIZ OF FARMHER

We're celebrating FarmHers everywhere this week on the podcast, and we're so excited to have Marji Guyler-Alaniz, creator of FarmHer, with us to share her story and how she has built the FarmHer brand. From quitting her corporate job to start what she didn't know at the time would be FarmHer, Marji talks about how she somewhat unexpectedly turned her passion for photography and writing into a household name.



EPISODE 67 // MARY MORGAN GENTRY OF GENTRY'S FARM AND HATCHER'S DAIRY FARM

This week on the podcast we're in College Grove, Tennessee with Mary Morgan Gentry of Gentry's Farm and Hatcher Family Dairy. From growing up on the farm in Franklin, Tennessee to working in several shops on Franklin's historic Main Street, Mary Morgan has had a front row seat to the revival that's happened here. Now she's stepping fully into the ag world as the new wife of a dairy farmer, and she's telling us all about it, including the important role agritourism has played in bringing both her and her husband's family farms into the next generation.



EPISODE 68 // FARMERS KEVIN AND SARA ROSS

This week on the podcast we're in Underwood, Iowa (pop. 917) with sixth generation farmers Kevin and Sara Ross. We're talking about Kevin and Sara's important role in connecting with farmers and advocating for agriculture, including Kevin's new role as President of the National Corn Growers Association. We also touch on life on the farm with their four boys, the importance of technology and connectivity in farming and rural America, Sara's involvement with CommonGround, and some great stories around her transition to farm life.



EPISODE 69 // MIKAELA ENDRESS AND KAMI STAHL OF KAMAELA'S KREAMERY

We're in Brimfield, Illinois (pop. 933) this week on the podcast with Mikaela Endress and Kami Stahl of Kamaela's Kreamery. Mikaela is a student and Kami is a farmer, and together they have a pop up ice cream shop in a vintage trailer called Little Dipper, and can be found hitting up fun locations across Illinois all summer long. Kami and Mikaela are sharing about how this all started as a dream when they were four years old and riding their bikes to the local ice cream store.



EPISODE 70 // MAGGIE HARON OF IRON & PINE DESIGN

We're in Cody, Wyoming (pop. 9,885) this week on the podcast with Maggie Haron of Iron & Pine Design. Maggie makes beautiful, custom-made handlettered and handpainted signs using old barn wood. Today she's sharing how what started out as a fun way to make some extra cash eventually turned into a dream that wouldn't quit – and a legit, full-time business!



EPISODE 71 // BONNIE RAMSEY OF RAMSEY'S MARKET

This week on the podcast we're in Lenox, Iowa (pop. 1,407) with Bonnie Ramsey of Ramsey's Market and Ramsey's Ace Hardware. Bonnie's telling us all about how she and her husband Theo have turned a grocery store into an entertainment business that's focused on providing a unique, one-of-a-kind experience for their customers.



EPISODE 72 // ADAM AND DAYNA KOCINSKI OF FRENCH PRESS COFFEE

This week on the podcast we're in Natoma, Kansas (pop. 334) with Adam and Dayna Kocinski of French Press Coffee. They're sharing how their journey as entrepreneurs came to life when they decided to turn a literal dream that Adam had into reality. Now they're serving the community more than just coffee – they're creating a space where they can invest in people, make a space for local artists, and pay it forward.



EPISODE 73 // DARIC AND JILL O'NEAL OF JMERcantile AND ALLEY POYNER MACCHIETTO ARCHITECTURE

We're in Red Oak, Iowa (pop. 5,415) this week on the podcast with Daric and Jill O'Neal of JMercantile and Alley Poyner Macchietto Architecture. We're talking all things community revitalization and development – including expanding Daric's architecture company from the city to a small town, and Jill getting to bring her dream of a design and home decor shop to life, from a pop up to a storefront and now even more. Now they're making a space for future entrepreneurs to be able to explore their dreams and are focused on making the most of their town's potential.



EPISODE 74 // JASON AND NICOLE SMITH OF DREAMDIRT

This week on the podcast we're in DeSoto, Iowa (pop. 1,050) with Jason and Nicole Smith of DreamDirt, a Midwestern-based farmland auction and real estate company. They're sharing about their journey from careers in law enforcement and computers to land auctions, where they have used technology and modern marketing methods to forge a new path for farm and machinery sales in the auction industry.



EPISODE 75 // CASSIE EVERSON OF WANDERLUST SKULLS

This week on the podcast we're in West Salem, Wisconsin (pop. 5,026) with Cassie Everson of Wanderlust Skulls. Cassie's sharing about her journey from agronomist to stay-at-home-mom to entrepreneur, which came together when a skull she decorated for herself started getting a lot of attention on Facebook, and the idea to make more would just not leave her alone.



THE PIONEER

Patriotic Party

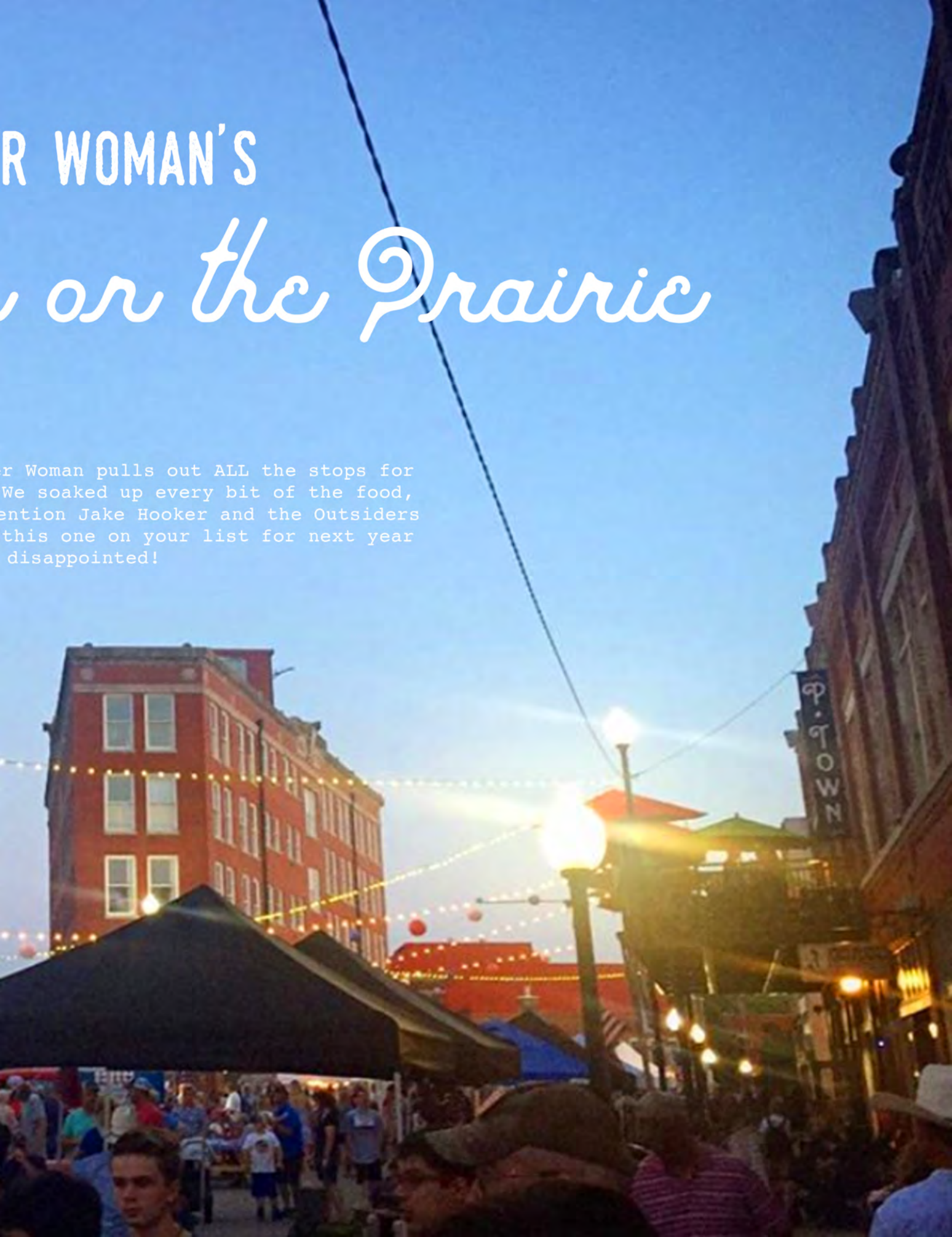
We learned firsthand that The Pioneer
her Patriotic Party on the Prairie.
the fireworks, and the fun. Not to me
headline this event every year. Put
- you won't be



R WOMAN'S

on the Prairie

r Woman pulls out ALL the stops for
We soaked up every bit of the food,
ention Jake Hooker and the Outsiders
this one on your list for next year
disappointed!



SIX SMALL POPULATION TOWNS EXPERIENCING REVIVAL

DECEMBER 29, 2019 //

With 2019 drawing to a close, we're looking back on these great small towns we've been able to highlight over this past year. You'll notice all of these towns have populations less than 5,500 — proof that no town is too small for revival! (Just look at New Providence, Iowa.) Our travels have taken us to all these locations and it's so fun to experience the revival happening here firsthand. These towns are setting a great example of what's possible all across rural America and there's a lot we can learn from them. So, if you haven't had a chance to check these places out yet, or if you have plans for reviving your small town in the new year, these are some great places to visit and learn from!



01. Vian, Oklahoma

After two fires, Vian, Oklahoma (pop. 1,466) is on their way to rebuilding their downtown and seeing a lifetime of dreams come true for their community. A new generation of entrepreneurs is repurposing hundred-year-old buildings that have sat vacant for years, with nine new businesses opening in the past five years.



02. Corning, Iowa

The thriving scene in Corning, Iowa (pop. 1,635) is the result of a forward-thinking community that is full of vision for their small town, with virtually no empty buildings on their main street. From award-winning shops and restaurants to a floating winery and unlimited recreational opportunities, there is something here for everyone all year round.



03. Harrington, Washington

Located in the heart of wheat country, Harrington, Washington (pop. 424) embodies the best of everything you would expect from a rural, agricultural community — and more. With a strong school district and a historic downtown revival attractive to new residents and future businesses, they're not only honoring the town's history but staying relevant while moving forward together.



04. Pawhuska, Oklahoma

Pawhuska (pop. 3,377) just happens to be the home of Ree Drummond – The Pioneer Woman, and with the arrival of the Pioneer Woman Mercantile, this town has literally been revived overnight. Pawhuska is constantly changing as it continues to grow and expand as a hot tourist destination and a great place to live and work.

It's an honor to recognize the people of these towns for all their hard work and efforts and we look forward to featuring even more towns experiencing revival in 2020!



05. Columbia Falls, Montana

Columbia Falls, Montana

Once a major manufacturing community, a new generation has seen a vision of the rebirth for downtown – after mills were shuttered for a decade – revitalizing the Columbia Falls, Montana (pop. 4,710) area in the last five years.



06. Red Oak, Iowa

With five retail stores opening up in the past year in and around their historic downtown square and a growing arts scene, plus some incredible historic home renovations, facade improvements, and efforts to welcome even more entrepreneurs, Red Oak, Iowa (pop. 5,415) is quickly becoming one of Iowa's hottest destinations – and a great place to work, play, and live.



*Roadtrip to
Montara*

**9 DAYS. 8 STATES. 4,443 MILES.
AN ADVENTURE OF A LIFETIME.**



EPISODE 59 // JILL WINGER OF THE PRAIRIE HOMESTEAD



FLY FISHING IN MONTANA



EPISODE 63 // JESSE RENFORS OF CODY COFFEE ROASTER



POLEBRIDGE, MONTANA



THE POST & OFFICE // HARRINGTON, WASHINGTON



EPISODE 65 // ALYSON DORR OF THE RED BARN



EPISODE 61 // JUSTIN AND HEATHER SLACK OF THE POST & OFFICE



CANTY BOOTS // HAP



RRISON, MONTANA



EPISODE 60 // NIKKI EDMUNDSON OF CANTY BOOTS



PONY, MONTANA



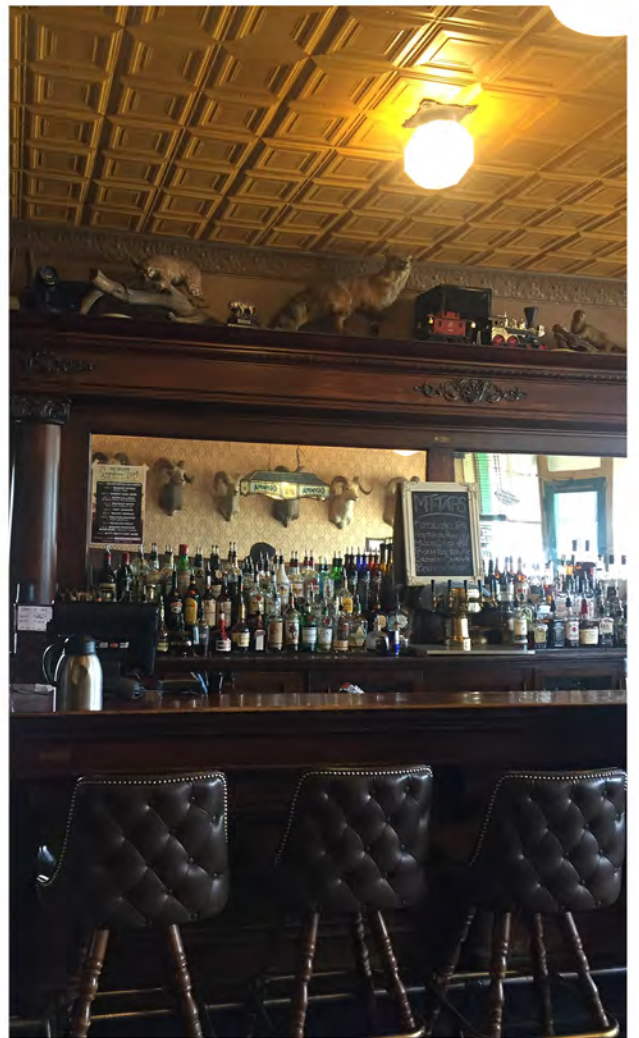
EPISODE 62 // KAREN ALLEN OF HOTEL LINCOLN, THE ELECTRIC HOTEL



EPISODE 70 // MAGGIE HARON OF IRON & PINE DESIGN



CHUGWATER, WYOMING



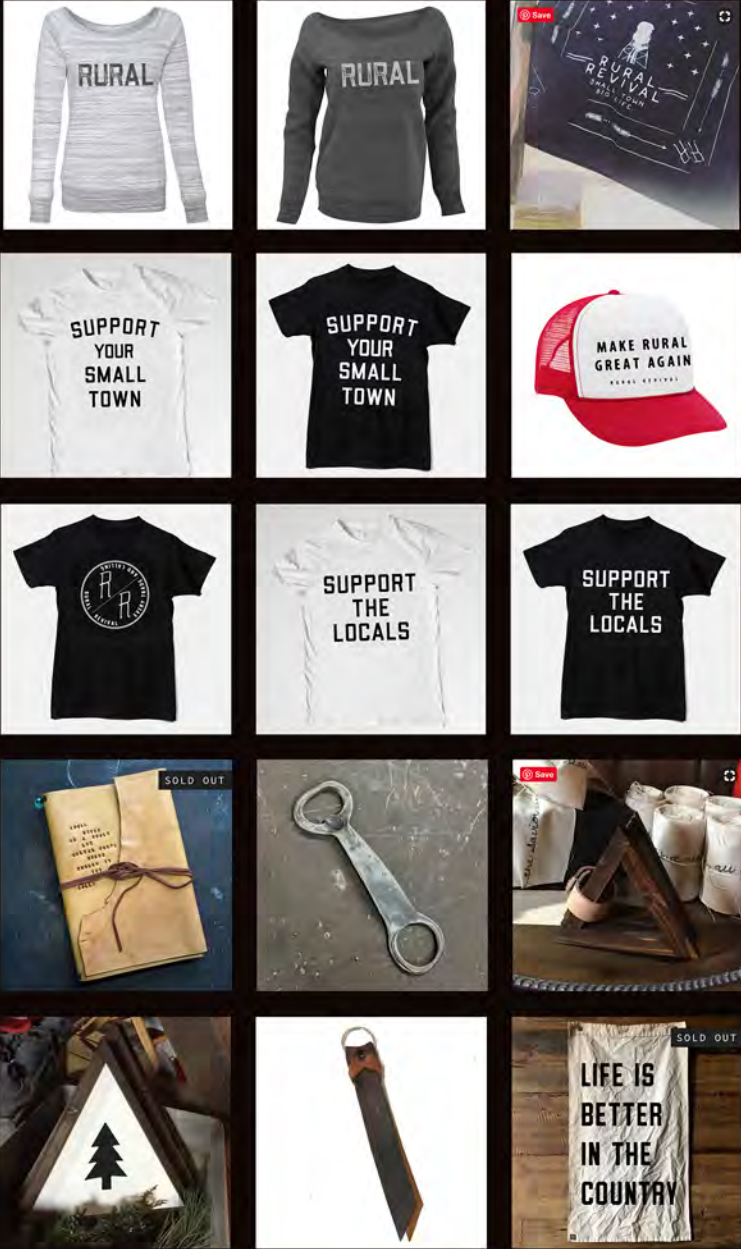
THE OLD SALOON // EMIGRANT, MT



RURAL REVIVAL SUPPLY CO.

At Rural Revival Supply Co., we offer quality products that highlight living in small-town, rural America. From hats and t-shirts to keychains and candles, we have the goods you need to represent rural living in style.

We also collaborate with other rural makers and creators we meet on our travels to offer exclusive, one-of-a-kind items that you'll only find here. We are proud to serve rural America and support small, local businesses!





WHY I CHOSE TO NOT RENEW MY LOFT LEASE

AUGUST 11, 2019 //

For the past nine months I've made my home base in the quaint town of Adel, Iowa. The original goal was to continue to split my time between Franklin, Tennessee and Iowa. But let's be honest. Rent is expensive, especially in the Nashville area right now. And, after two years of living in Nashville and 19 years of living in the city, I felt the pull to go back to my small town roots and live the life I was sharing with the world through Rural Revival. So in a very quick turn of events, I found a loft on a town square in a small town, above a retail shop, in a place where I already have friends, and it seemed like the right fit.

And it has been the right fit for the past nine months, even if I've only been here about half of that time. It's a space that absolutely fits me and creatively inspires me. And it's helped me adjust to not being five minutes away from a Target or from a grocery store that stays open past 8 pm. But the reality is the growth happening here is a result of urban sprawl, not rural revival. I want to live the life I promote, and I've realized this town doesn't really fit the criteria anymore.

When it came to the day I had to decide to renew my lease or let the loft go, I had to do some serious soul searching. That was over a week ago, and today has been the first time I've been able to actually put it into words: what I really want is to live in the country. I have always wanted this. But for a lot of reasons, I've put it off for all these years. Maybe it's because my generation was told we had to move away to get a job, and I've stayed somewhat stuck in that mentality. Maybe it's because I'm a single girl and have somehow let myself believe I can't do it by myself (even though deep down I know that's not true). Maybe it's because it's something I've always wanted to do with my husband (who still has yet to be named). Maybe it's because I've told myself I travel too much and there's no way I could keep up with my own farm place while being away so much.

But guess what? It's been a dream of mine for the past 19 years, ever since I first moved to the city. And life is short. And that dream has never gone away. And if Paige Ehnle and Joni Nash can do it, so can I. I know they'll cheer me on every step of the way, and my guess is so will you. So when I didn't renew my lease, what I was actually doing was giving myself permission to pursue this dream that has been burning in my heart for so long. And I sat down this morning and made a list of all the things I want in this new place:

A HISTORIC HOUSE

I've always loved a house with good character. Anything built pre-1940 is probably my jam. Southern or farmhouse style would especially be my jam. Must be move-in ready.

A BARN (AND PREFERABLY OTHER OUTBUILDINGS)

Because I want to host parties in that barn, and I may even want a bottle calf.

A RENTAL PROPERTY

For right now, renting seems to make the most sense. Because let's face it, Rural Revival is one wild, adventurous ride and I have no idea where it's going to lead next. So at this time it makes sense to have more wings than roots. I'm also an entrepreneur, so my current investment is into my businesses. (But, for the right price, I would say anything is an option!)

AFFORDABLE

Did I mention I'm an entrepreneur?

A PORCH THAT FACES WEST

After years of living at least part time in the city, I want a clear view of the sunset every night, no obstructions. Plus I can imagine I will put in a lot of home office hours on that porch. Extra points if there's a porch swing.

HIGH SPEED INTERNET

I work from home and send out large audio and design files. High speed internet is a must have.

NO WIND TURBINES IN SIGHT

Let's be honest, I've tried for 19 years to get away from the city, so I don't want to move rural and then have to look at an industrial wind plant. Definitely not my jam.

LAWN CARE AND SNOW REMOVAL

Because I travel. And that would be a huge help.

Come November 1, this all gets very real. Does such a place exist? Who knows. But I have to take a leap of faith and believe it does – even if that means bunking up with family or friends for a few months so I can find the right place. Something tells me it will be worth it.

>> Danna Larson, Rural Revival Founder



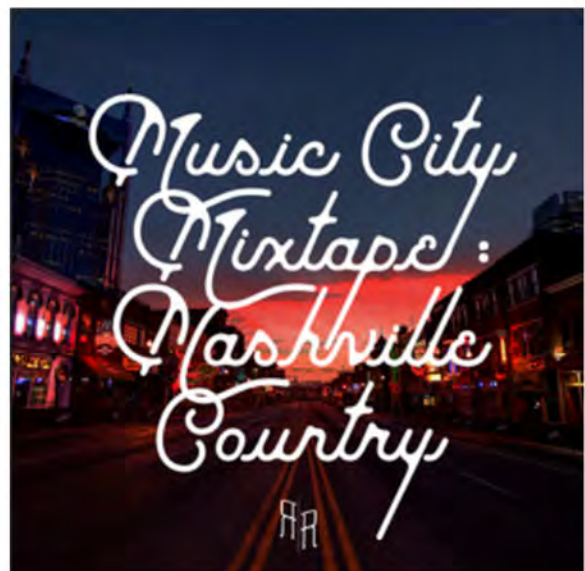


I THINK IT'S IMPORTANT TO HAVE THOSE PEOPLE THAT YOU LOOK UP TO, BUT IT'S ALSO REALLY IMPORTANT IN GROWING AND BUILDING YOUR BUSINESS THAT YOU DON'T LOSE SIGHT OF WHO YOU ARE AND WHAT YOU WANT YOUR STORY TO BE AND YOUR BUSINESS TO BE.

I THINK AUTHENTICITY IS THE KEY BECAUSE NO ONE CAN DO YOUR DREAM BETTER THAN YOU. AND IF IT WAS PLACED IN YOUR HEART BY GOD, IT WAS THERE FOR A REASON, AND SO YOU HAVE TO CHASE THAT. I THINK IT'S ALMOST LIKE YOUR DUTY TO CHASE THAT WITH ARMS OPEN AND EMBRACING ANYTHING THAT COMES YOUR WAY.

- PAIGE EHNLE, NO ROOTS BOOTS

MIXTAPE



**MUSIC IS THE SOUND
OF OUR SOUL.**

Find your backroads
soundtrack on our Rural
Revival Spotify channel.

Whether it's a list
curated by some of our
favorite musician friends
or some of the playlists
we love to follow, we
think you'll like our
sound.



A FEW HIGHLIGHTS FROM OUR DATEBOOK.

JEFFERSON FORGE
GRAND OPENING



OKLAHOMA FILM + MUSIC
TAKE FIVE LEGISLATIVE RECEPTION



CENTER FOR RURAL
ENTREPRENEURSHIP ANNOUNCEMENT



VINTAGE & MADE FAIR



GOVERNOR'S
EMPOWER RURAL IOWA
INITIATIVE

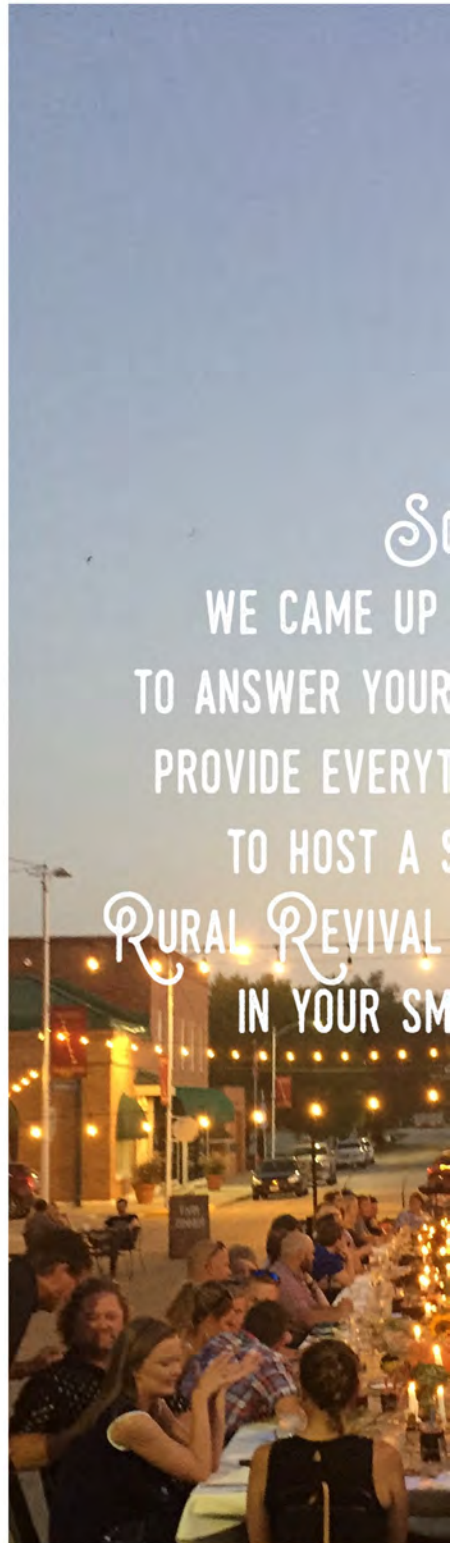
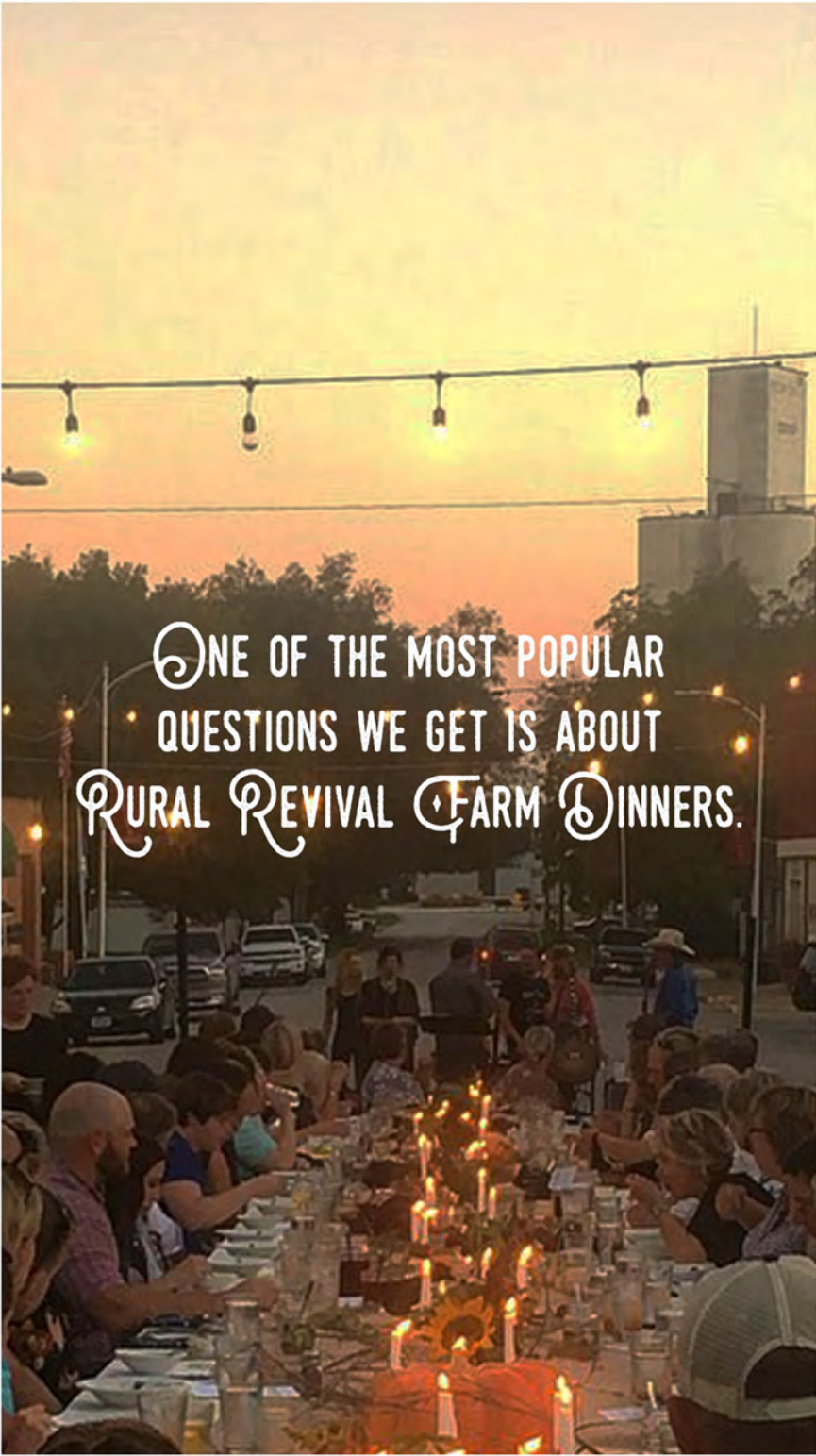
It is an honor to serve as a member of the Governor's Empower Rural Iowa Task Force to take on the challenge of rural prosperity in my home state.

On May 20, 2019, the Empower Rural Iowa Act, HF 772, passed unanimously, addressing many of the recommendations from the Empower Rural Iowa task forces. The Act created incentives for broadband, workforce housing and innovation throughout rural Iowa.

Additionally, the Governor created a Center for Rural Revitalization housed within Iowa Economic Development Authority (IEDA). The Center is responsible for implementing recommendations, acting as a liaison to rural communities, and serving as the primary point of contact for small communities to access programs that support rural areas.

In December the Task Force presented another set of recommendations to the Governor to further these rural development initiatives.





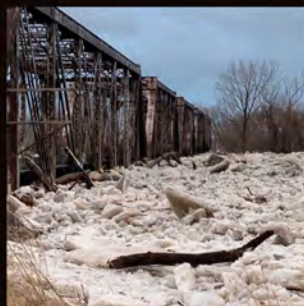


Love YOUR NEIGHBOR

We think you'll agree, one of the best things about our rural communities is how we rally together and show love to our neighbors in time of need. We created the Love Your Neighbor project as a way to do just that – where local makers can use their gifts and talents to create meaningful pieces, and you can give back and purchase with purpose.

In the spring we partnered with four rural makers who designed a custom line of products just for this project. Together, with your purchases, we raised over \$1,000 to help rural flood victims in Nebraska and Southwest Iowa.









GROCERIES

