



**February 2009 Vol. 5, No. 2**

## **SRDC ITEMS OF INTEREST**

### **Six e-Commerce Implementation Projects Funded**

The National e-Commerce Extension Initiative, coordinated by the SRDC, is pleased to announce the first recipients of the Program Implementation Mini-Grants for Extension Educators. Congratulations to the following grantees: Dr. Brian Whitacre of Oklahoma State University, Dr. David Lamie of Clemson University, Dr. Michael Wilcox University of Tennessee, Dr. Lekan Ayanwale of Tuskegee University, Kathryn Macomber of The University of Missouri, and Julie Melchiori of Michigan State University. This exciting program funds the implementation of e-commerce curricula to strengthen the economic health and stability of small and rural businesses. More information about the Program Implementation Mini-Grants is available at <http://srdc.msstate.edu/ecommerce/index.html>.

### **2009 Rural Health SERA-19 Registration Open**

Registration is now open for the Rural Health SERA-19 Annual Conference and Working Session! This year's meeting will be held at the Holiday Inn Select – Vanderbilt in Nashville, Tennessee, close to the Vanderbilt Campus and Meharry Medical College on August 11-13. A call for papers will be forthcoming and the conference theme and agenda will be soon announced. View the conference registration at <http://srdc.msstate.edu/sera19/>.

### **Learn Tips and Tricks for Businesses with Upcoming eXtension Webinars**

Small business owners, farmers, business coaches, mentors, and educators are invited to join in the exciting Webinar Series being offered by the Entrepreneurs & Their Communities Community of Practice at eXtension. This innovative program presents monthly events spotlighting software, management techniques, and advice from successful entrepreneurs. The following Webinars are sure to inspire and motivate:

- **Informal and formal planning: Using INVenture to build your business plan** on March 11th, 2009  
Join Maria Marshall, Small Business Specialist, Purdue University for an overview of how to use INVenture, an online business planning tool free to the public and available at [INVenture](#).
- **Tips and Tricks for successful farmers markets** on April 8th, 2009  
Join Jennifer Dennis, Specialty Crops Marketing Specialist, Purdue University to learn proven strategies that make farmers' markets successful.

- **Finding your target market using MarketMaker** on May 13th, 2009  
Join Dar Knipe, Marketing and Business Development Specialist, University of Illinois for an informative session on how to find your target market and how to use *MarketMaker*, an interactive mapping system that locates businesses and markets of agricultural products.

The SRDC is an active member and sponsor of the eXtension "Entrepreneurs and Their Communities" Team. To learn more, visit the Web site <http://www.extension.org/entrepreneurship>.

## **OTHER ITEMS OF INTEREST**

### **Host a Community Forum on “The Future of Southern Energy: Making Choices for Your Community”**

When people think about energy, they often think about the negatives—high gas prices, environmental challenges and national security issues. However, many communities are seeing that there are ways to capitalize on economic opportunities related to energy. What challenges does your community face in pursuing these opportunities? What strategies seem to offer the best path to success? Each year, Southern Growth Policies Board starts a conversation in the South on a particular issue related to economic development. They accomplish this by holding community forums, or moderated discussions, in communities large and small across the region. In the coming year, they would like your help in finding out about community priorities and concerns around the issue of energy-related economic development. Your help hosting a forum will ensure the information they get is relevant to your community and its concerns. For more information, go to <http://www.southern.org/forums/forums.shtml> for details on how you can host a community forum with their help.

### **Broadband Superhighway Issue Brief Lays out a Concrete Plan**

According to an issue brief from the New America Foundation, U.S. technological leadership is in a state of decline. Once the unequivocal frontrunner in information technology and telecommunications, the United States has fallen from 1st to between 15th and 21st in the world in terms of broadband access, adoption, speeds and prices. Broadband is the highway of the 21st century for small towns and rural communities; the vital connection to the broader nation and increasingly the global economy. This brief outlines a broadband initiative that would be as extensive as the U.S. interstate system. To learn more about a proposed plan to spread connectivity, read the full article at [http://www.newamerica.net/publications/policy/building\\_21st\\_century\\_broadband\\_superhighway](http://www.newamerica.net/publications/policy/building_21st_century_broadband_superhighway)

### **Upcoming Entrepreneurial Conference Promotes Microenterprises in Rural and Economically Challenged Areas**

Microenterprises are vital to our national, regional and statewide economies. It is estimated that there are more than 24 million microenterprises in the United States. One out of six U.S.

private sector employees works for a microenterprise. To support the work of organizations, community leaders, businesses, and individuals that are already working in working in microenterprise development as well as those interested in creating a community culture to foster microenterprise growth, the “Microenterprise! The Engine for Economic Growth” conference will be held June 30, 2009 in Lexington, Kentucky hosted by the Partners for Entrepreneurial Advancement in Kentucky (PEAK). Registration will open in March.

PEAK is a new consortium supporting economic development through the growth of microenterprise development agencies and microenterprises, especially those located in rural and economically challenged areas. PEAK's goal is to promote microenterprise growth by increasing the capacity of the public and private sector to provide technical and financial assistance to microenterprises and by enhancing the ability of this important sector of the economy to access the resources it needs to succeed. To learn more about PEAK, visit their Web site at <http://peakky.org>.

## **FUNDING OPPORTUNITIES**

### **SRDC's Grant Connections: Rural Development Funding Opportunities**

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The latest issue will be released February 27 at [http://srdc.msstate.edu/funding/gc\\_feb09.html](http://srdc.msstate.edu/funding/gc_feb09.html)

The SRDC staff compiles Grant Connections primarily for the faculty of land-grant colleges and universities in the South to provide funding information in support of activities in agricultural economics, education, human sciences, rural sociology, youth development and other related disciplines

## **CONFERENCES AND TRAININGS**

2009 National Jeanne Priester Extension Health Conference

April 6-8, 2009

Indianapolis, Indiana

<http://continuingeducation.ncsu.edu/PNEHC/>

Middle Management Conference “Excelling Beyond Today’s Challenges”

April 6-8, 2009

University of Georgia in Athens

NACDEP 2009: Creating Sustainable Communities in a Changing America

April 20-22, 2009

San Diego, California

<http://www.nacdep.net/>

Strengthening Extension Advisory Leaders Conference (SEAL)  
May 19 - 21, 2009  
Charlotte, North Carolina  
<http://als.ces.ncsu.edu/>

4th Annual Town & Gown Best Practices in Building University/City Relations Conference  
June 1-4, 2009  
Murray, Kentucky  
[http://www.murraystate.edu/town\\_and\\_gown/conference/](http://www.murraystate.edu/town_and_gown/conference/)

Southern Growth Policies Board 37th Annual Conference  
The Business of Southern Energy  
June 7-9, 2009  
Biloxi, Mississippi  
<http://www.southern.org/conference/conf.shtml>

National Extension Tourism Conference  
June 14-17, 2009  
Park City, Utah  
<http://www.rpts.tamu.edu/tce/NET/Conference.htm>

Analyzing Poverty and Socioeconomic Trends Using the American Community Survey  
June 22-26, 2009  
Ann Arbor, Michigan  
<http://www.npc.umich.edu/opportunities/papers/analyzingpove>

Microenterprise! The Engine for Economic Growth  
June 30, 2009  
Lexington, Kentucky  
<http://peakky.org>

Rural Health SERA-19 Annual Conference and Working Session  
August 11-13, 2009  
Nashville, Tennessee  
<http://srdc.msstate.edu/sera19/>

Southern Region Leadership Network  
Joint Meeting of PLN, AEA & ASRED  
August 24-28, 2009  
Orlando, Florida  
<http://srpln.msstate.edu/conferences/proceedings.htm>

**JOB OPPORTUNITIES**

**Agricultural Economist, Economic Research Service/USDA**

View announcement:

<http://www.ers.usda.gov/AboutERS/Employment/OpportunitiesPage.htm>

**Assistant Professor of Sociology, Auburn University**

View announcement:

<http://southernsociologicalsociety.org/joblist%20postings/Auburn%20listing.pdf>

**Associate Director, Governmental Training, Education, and Development Division, Carl Vinson Institute of Government at the University of Georgia**

View announcement:

<http://www.cviog.uga.edu/about/employment.php#top>

**Forestry Program Manager, Mountain Association for Community Economic Development (MACED)**

View announcement:

<http://www.maced.org/forestry-ad.htm>

**Project Manager, Industrial Outreach Service, Mississippi State University**

View announcement:

[http://srdc.msstate.edu/newsletters/documents/project\\_manager\\_%20%20job\\_announcement.pdf](http://srdc.msstate.edu/newsletters/documents/project_manager_%20%20job_announcement.pdf)

**Strategic Initiatives Director, Mountain Association for Community Economic Development (MACED)**

View announcement:

<http://www.maced.org/SID-ad.html>

**Wyoming Excellence Chair in Community Development, Department of Agricultural and Applied Economics**

View announcement:

<http://uwadmnweb.uwyo.edu/HREmployment/showjob.asp?jobid=3186>