



May 2009 Vol. 5, No. 5

## SRDC ITEMS OF INTEREST

### **Regional Rural Development Centers Launching New “Foundations of Practice in Community Development” Training in September**

Want to know more about the principles of doing good community development work? If so, take a close look at the new “Foundations of Practice in Community Development” that the SRDC and its sister regional centers are kicking off in September. The distance education program will provide Extension educators with the knowledge, skills and tools they need to work more successfully in communities. The initial training program – designated as Level I CD Training -- will consist of a series of seven, one and one-half hour sessions featuring topics such as demographics, understanding the local leadership structure, the community’s economy, and approaches to do community development. A nationally recognized team of faculty drawn from universities across the U.S. will be serving as instructors. All sessions will be held from 1:30 p.m. to 3 p.m. Central Standard Time. Hurry and register!! The first session is scheduled to begin on Tuesday, September 29.

For more information and to register, visit

<http://srdc.msstate.edu/projects/corecomp/component1-fall2009.htm>. Or, feel free to contact the SRDC office at 662-325-3207.

### **New Beginner’s Guide e-Commerce Curriculum Unveiled**

The National e-Commerce Extension Initiative is excited to announce the release of its latest curriculum, *A Beginner’s Guide to e-Commerce: Easy Tools for Profit* by Kimball P. Marshall. Designed to prepare and encourage entrepreneurs to start small-scale online selling opportunities, the curriculum first stimulates belief and confidence in the ability to use e-commerce techniques to achieve personal goals and then provides simple approaches to e-commerce such as using online auction sites. To view this new curriculum, [http://srdc.msstate.edu/ecommerce/curricula/beginners\\_guide](http://srdc.msstate.edu/ecommerce/curricula/beginners_guide).

### **Community-Based Planning Guidebook Redesigned and Re-Released**

The Southern Rural Development Center is happy to announce the re-release of its popular guidebook, *Preparing for the Future: A Guide to Community-Based Planning*, by Gene L. Theodori, Sam Houston State University. Developed for Extension professionals, this guidebook fuses creative techniques with applied community and economic development principles to facilitate a flexible planning process with community leaders and citizens. Complete with

agenda outlines and PowerPoint presentations with speaker's notes, this resource can help communities tackle local problems and reduce socioeconomic disparities. View *Preparing for the Future: A Guide to Community-Based Planning* at <http://srdc.msstate.edu/trainings/theodori/>.

### **Untangling Rural Unemployment Rates**

Research has shown that the economic downturn has been harder on rural manufacturing areas than on farming communities. Taking a closer look at how rural counties have fared and potential influences, SRDC Director Lionel "Bo" Beaulieu and Research Associate Roberto Gallardo have found that outmigration, long-term poverty and other socio-economic features may account for the disparity. Learn more about these influences at <http://www.dailyonder.com/untangling-rural-unemployment-rates/2009/04/20/2068>.

### **SRDC Unveils Upward Communities Web site to Address Poverty**

After the success of the May 2008 conference "Exploring Viable Opportunities for Low-Wealth Communities in the Delta," the SRDC began working on establishing a permanent organization and Web site to respond to the issue of poverty in the South. This new Web site seeks to provide research, reports and resources to professionals. Visit Upward Communities and join the listserv at [http://srdc.msstate.edu/upward\\_communities/](http://srdc.msstate.edu/upward_communities/).

### **Strengthening Communities and Economies Page Grows Resources**

The recently released Web page, *Strengthening Communities and Economies*, is continuing to gather relevant and timely resources to assist local people and groups in these touch times for families, businesses, and communities in the rural South. The page continually features stories in the news, updates on the American Recovery and Reinvestment Act, grant opportunities, educational resources, and research reports and statistics. See what's new now at <http://srdc.msstate.edu/crisis/>.

### **Proposals Being Accepted for SERA-19 2009 Conference**

SERA-IEG 19 Health members and partners are invited to submit proposals related to the conference theme, *Community-Based Efforts in Today's Economy: Determining the Future of Health Programming*. This theme has been chosen to reflect this year's focus community-based programs that influence all aspects of health programming in rural areas. However, this broad topic includes such categories as community-based intervention strategies for specific diseases; Extension programming work with immigrant populations where the consumption of healthcare is a cultural issue; and the economic analysis of healthcare delivery in rural areas (this area could include such topics as the importance of information technology; management and organization of health care entities; impacts of governmental policy actions; etc.). Visit the SERA-19 Web site at <http://srdc.msstate.edu/sera19/>.

### **Registration Continues for 2009 Joint Meeting of SR-PLN, AEA & ASRED**

Online registration is open for the 2009 SR-PLN, AEA & ASRED Joint Meeting to be held in Orlando, Florida on August 24-28, 2009. This year's theme, "Meeting the Challenges of a Changing World - Staying Relevant, Maintaining Funding and Adapting to Shifting Needs and

Priorities” will address the Food, Conservation and Energy Act of 2008 (The New Farm Bill), what it means for PLN, how it will be paid for, and changes to be expected in years to come. To register and view a tentative agenda, visit <http://srpln.msstate.edu/>.

## **OTHER ITEMS OF INTEREST**

### **Reports Show How Creative Enterprises Can Help the Economy of Rural America**

Could the sound of rural America’s newest economic engine be the dulcet sounds of a hand crafted duck call cascading across flooded rice land in rural Arkansas? Or could rural America’s competitive advantage lie in the unique Western art being created in the open spaces around Sheridan, Wyoming? Or how about an artist in every nook and cranny of Yancey and Mitchell County, North Carolina? The point being is that the creative economy—from the arts to innovative- design holds as much promise in the rural United States as it does in the cities and metropolitan areas that most people focus on when they discuss the creative class in the U.S. See how the creative economy can help rural regions develop their economies more effectively at <http://www.dailyyonder.com/creativity-rural-america/2009/05/07/2108>.

### **SRDC Region Student Named to USA Today College Academic Team**

USA Today recently recognized Oklahoma State University student Jered Davidson as a member of their All-USA College Academic Team for his rural development project. Majoring in agricultural economics, Davidson worked with local agencies to create an information clearinghouse for communities and counties on the rural economy. After graduation, Davidson plans to continue to commitment to rural development and policy fields and attend law school with a focus on public interest work. View the USA Today article at [http://www.usatoday.com/news/education/2009-04-29-college-allstars-second\\_N.htm](http://www.usatoday.com/news/education/2009-04-29-college-allstars-second_N.htm).

### **Foreclosure Trouble Spreads to Those Who Bet the Farm**

The home-foreclosure crisis, which began in cities and suburbs, has spread to rural America. When the mortgage mess erupted, some economists believed that rural America wouldn't be heavily affected. Farms were prospering. The housing boom largely bypassed small rural towns. And exotic, new mortgages at first were seen as an urban and suburban phenomenon. But rural homeowners, it turns out, were just as susceptible to subprime loans and easy lending as the rest of the country, often refinancing existing mortgages to take out cash or pay off debts. Read the full article at <http://online.wsj.com/article/SB124148662805485947.html>.

## **FUNDING OPPORTUNITIES**

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

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[http://srdc.msstate.edu/funding/gc\\_apr09.html](http://srdc.msstate.edu/funding/gc_apr09.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**

### **Enhancing Local and Regional Food Systems: Exploring the Research, What Works, and What We Need to Learn**

May 19-20, 2009

Kerhonkson, New York

<http://nercrd.psu.edu/LocalFoods/Conference.html>

### **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>

**Transition to a Bioeconomy: The Role of Extension in Energy**

June 30-July 1, 2009

Little Rock, Arkansas

<http://www.farmfoundation.org/webcontent/Transition-to-a-Bioeconomy-The-Role-of-Extension-in-Energy-1704.aspx?z=85&a=1704>

**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>

**Understanding Communities and their Dynamics—A Distance Education Program**

Foundations of Practice in Community Development

September 29-November 11, 2009

<http://srdc.msstate.edu/projects/corecomp/component1-fall2009.htm>

**JOB OPPORTUNITIES**

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

View announcement:

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

**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)

**Research Social Scientist, Economic Research Service/USDA**

View announcement:

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

**Senior Project Associate (Associate Director), Northeast Regional Center for Rural**

**Development**

View Job Number 29929:

<http://www.psu.jobs/Search/Opportunities.html>