



July 2009 Vol. 5, No. 7

## SRDC ITEMS OF INTEREST

### **New e-Commerce Curriculum for Food Retailers Unveiled**

The National e-Commerce Extension Initiative, in coordination with the Southern Rural Development Center, is pleased to announce the release of *Marketing Food Specialty Products Online*, an online learning module, researched by Stan Ernst and designed by the National e-Commerce Extension Initiative team. The learning module was made for use by grocery store managers and marketers of specialty food products. Whether the food business is large with many employees or a small operation with very specialized sales, all can benefit from this self-paced learning module. With this new tool, food managers can evaluate the role of that technology in their business, examine the strategies necessary to institute the technology and weigh out cost /benefit measures. If the business is already using technology, the module also presents ideas on how to refocus and evolve current uses. To view this exciting module, visit [http://srdc.msstate.edu/ecommerce/curricula/rural\\_retailing/](http://srdc.msstate.edu/ecommerce/curricula/rural_retailing/).

### **2009 Sustainable Community Innovation Grants RFP Released**

The *Sustainable Community Innovation Grants* program is seeking to invest in projects that embrace and invest in local strategies that are intended to link farm and nonfarm economic development with agricultural and natural resource management. This partnership of the Southern Region Sustainable Agriculture Research and Education (SARE) Program and the Southern Rural Development Center (SRDC) encourages applicants who seek to increase knowledge, build capacity, and make connections among on- and off-farm sustainable agriculture activities, economic and community development efforts, value-added activities, civic engagement, and local government policy. As outlined in the RFP, the SARE/SRDC partners remain interested in proposals that focus on entrepreneurship efforts and on value-added activities that build on the agricultural and nonagricultural assets of communities. These include efforts to establish entrepreneurial-friendly communities that help support and sustain value-added entrepreneurship endeavors. The proposals are due October 5, 2009. For more information, view the RFP at <http://www.southernsare.uga.edu/currentcalls/sci.doc>.

### **New Round of Funding for e-Commerce Educational Resources Now Available**

The Southern Rural Development Center, in partnership with CSREES and the Regional Rural Development Centers (RRDCs) announces *Building Quality e-Commerce Educational Resources to Support Extension Programming* a grant opportunity for up to \$25,000 to develop and provide new educational products, or to significantly expand/improve existing resources of the

National e-Commerce Extension Initiative. All Land-Grant University Faculty/Educators (1862, 1890 or 1994) located anywhere in the U.S. are eligible for consideration. Proposals must be postmarked no later than July 20, 2009 or received by e-mail to the SRDC by 5 p.m. Central Daylight Time on July 20. For the complete RFP and list of targeted educational topics please visit the 2009 Resource Development Grants Page at [www.srdc.msstate.edu/ecommerce/grants09](http://www.srdc.msstate.edu/ecommerce/grants09).

### **New Site Released for Upcoming Community Development Training**

Want to better understand how communities work? Take a close look at this important training being offered by a national team of Extension specialists. Whether your Extension program focus is agriculture, natural resources, 4-H youth development, family and consumer sciences, or community development, the Understanding Communities and Their Dynamics training has much to offer. Successful Extension programming requires having a good pulse of the current and changing needs and conditions in your area. It also depends on your ability to recognize the breadth of resources and assistance that people and organizations can offer in support of your Extension work. Offered as a Web-based distance education program, the **Level I Foundations of Practice in Community Development** is conveniently provided to you in your office, meeting room, or home. To register, visit <http://srdc.msstate.edu/fop/>.

### **Early Bird Savings Ends August 1 for Joint Meeting of SR-PLN, AEA & ASRED**

Receive discounts on both conference registration fees when you register by August 1 for the 2009 SR-PLN, AEA & ASRED Joint Meeting scheduled on August 24-28, 2009 in Orlando, Florida. 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. Keynote speakers include Dr. Deborah Sheely (Interim Deputy Administrator for CSREES), Dr. Ron Brown (Executive Director for the Association of Southern Region Extension Directors), and Dr. L. Washington Lyons (Executive Director for the Association of Extension Administrators). To register and view a tentative agenda, visit <http://srpln.msstate.edu/>

## **OTHER ITEMS OF INTEREST**

### **Broadband Adoption Expands and Sees Price Increase**

An April 2009 survey by the Pew Research Center's Internet & American Life Project shows 63% of adult Americans now have broadband Internet connections at home, a 15% increase from a year earlier. April's level of high-speed adoption represents a significant jump from figures gathered by the Project since the end of 2007 (54%). The growth in home broadband adoption occurred even though survey respondents reported paying more for broadband compared to May 2008. Last year, the average monthly bill for broadband Internet service at home was \$34.50, a figure that stands at \$39.00 in April 2009. View the report Home Broadband Adoption 2009 at <http://www.pewinternet.org/Reports/...1113e>.

### **Agriculture Secretary Vilsack Holds 'Rural Tour' Community Forum**

This week U.S. Secretary of Agriculture Tom Vilsack today visited Michigan and held a 'Rural Tour' community forum to discuss efforts by the Obama Administration to rebuild and revitalize rural America, listen to local residents talk about how USDA can assist them, and discuss solutions to challenges facing their communities. This event follows the launch of the Obama Administration's 'Rural Tour' in June, and is the ninth similar forum Vilsack has led since being sworn in as Secretary. Read highlights from Vilsack's forum at <http://www.usda.gov/wps/portal/...0304.xml>

### **State Income-Tax Revenues Sink**

State income-tax revenue fell 26% in the first four months of 2009 compared to the same period last year, according to a survey of states by the nonprofit Nelson A. Rockefeller Institute of Government. The report, conducted by the public-policy research arm of the State University of New York, is one of the most up-to-date measures of how deep the recession is digging into Americans' wallets and, consequently, state coffers. See each state's report at [http://online.wsj.com/article/...\\_eid=5d0771113e](http://online.wsj.com/article/..._eid=5d0771113e).

### **The Recession: Rural Employment Winners and Losers**

Nationally, the recession has been a job killer. But the economic downturn varies from place to place. In this article, the Daily Yonder looks at the rural, exurban and urban counties that have done the best, and worst, over the last year. See the 50 rural counties that have gained the most jobs and lost the most jobs at <http://www.dailyyonder.com/rece...09/2222>.

## **FUNDING OPPORTUNITIES**

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

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[http://srdc.msstate.edu/funding/grant\\_connections.html](http://srdc.msstate.edu/funding/grant_connections.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**

### **American Agricultural Economics Association (AAEA) and American Council on Consumer Interests (ACCI)**

2009 Joint Annual Meeting

July 26-28, 2009

Milwaukee, Wisconsin

<http://www.aaea.org/2009am/>

**Rural Sociology Society 2009 Annual Meeting**

July 30-August 2, 2009

Madison, Wisconsin

<http://www.ruralsociology.org/annual-meeting/>

**Southeast Bioenergy Conference**

August 11-13, 2009

UGA Tifton Campus Conference Center, Tifton, GA

[http://www.sebioenergy.org/?mc\\_cid=183ad77575&mc\\_eid=5d0771113e](http://www.sebioenergy.org/?mc_cid=183ad77575&mc_eid=5d0771113e)

**Southern Region Program Leadership Network**

Joint Meeting of PLN, AEA & ASRED

August 24-28, 2009

Orlando, Florida

<http://srpln.msstate.edu/conferences/proceedings.htm>

**Foundations of Practice in Community Development**

Understanding Communities and Their Dynamics—A Distance Education Program

September 29-November 11, 2009

<http://srdc.msstate.edu/fop/levelone/index.html>

**JOB OPPORTUNITIES**

**Director, Missouri Research Corporation, Southeast Missouri State University**

View announcement:

<http://www4.semo.edu/humanresources/JOBS/Director-MRC.htm>

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

View announcement:

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

**Research Social Science Analyst, Economic Research Service/USDA**

View announcement:

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