



**October 2009 Vol. 5, No. 10**

### **SRDC ITEMS OF INTEREST**

#### **Having Health Insurance Appears to be Related More to Income than to Employment**

In the U.S., health care is primarily tied to employment. It would make sense, then, that as employment increases so would the rates of those who have health insurance. However, SRDC Research Associate Roberto Gallardo has found that as the number of people employed goes up in rural counties so does the rate of *uninsured*. Moreover, there is no relationship between the rate of uninsured and the rate of employment in urban counties. In his article at the Daily Yonder, Gallardo asserts that health insurance rates are more closely related to poverty rates than employment rates. View the full article at <http://www.dailyyonder.com/rural-urban-differences-health-insurance/2009/10/05/2362>.

#### **Special Edition of eNews Answers Questions about e-Commerce Webinars and Mini-Grants**

*eNews*, the newsletter for the National e-Commerce Extension Initiative, has released a special edition dedicated to the Fall 2009 Webinar Series and Program Implementation Mini-Grants. Both efforts are sponsored by the Southern Rural Development Center. Showcasing curricula from the e-commerce Learning Center, these programs seek to expand the application of e-commerce strategies by small businesses, entrepreneurs, and others. The Webinar Series is open to all Extension educators, entrepreneurs, small business owners, community development professionals, community leaders, and others having an interest in e-commerce strategies. The companion Mini-Grants program is limited to Extension educators who are part of our nation's land-grant university system. Learn more about both exciting programs by reading October's Special Edition eNews at <http://srdc.msstate.edu/ecommerce/enews/sept09.html>.

#### **Fall 2009 e-Commerce Webinar Series Rescheduled and Re-launches October 29**

The **National e-Commerce Extension Initiative** will re-launch the 2009 Fall Webinar Series on Thursday October 29. These Webinars are designed for Extension educators, economic development professionals and other interested parties who have a desire to work with local leaders, citizens, and organizations to build a strong, vibrant plan for introducing and effectively using broadband in their communities. The **Fall 2009 Webinar Series** will spotlight newly developed online learning curricula. Participation in the Webinar Series is highly recommended for those Extension Educators interested in applying for the **Implementation Mini-Grants Program**.

Currently scheduled Webinars are featured below:

**A Beginner's Guide to e-Commerce: Easy Tools for Profit**

October 29, 2009 2 p.m. - 3 p.m. (Central Time)

Dr. Kimball Marshall

Participation link: <https://admin.na4.acrobat.com/a828402417/r99139038>

If you or someone you work with is looking to turn an existing skill into income, grow a small business, or expand the market for a rural business then this e-Commerce Webinar is for you. On October 29 from 2 p.m. to 3 p.m. (Central Time) the SRDC will broadcast "A Beginner's Guide to e-Commerce: Easy Tools for Profit." Join us for this free online learning opportunity and discover how to use the Internet to generate income.

**Web site Basics: A Primer for Hispanic Small Businesses**

November 19, 2009 2 p.m. - 3 p.m. (Central Time)

Dr. Brian Whitacre

Participation link: <https://admin.na4.acrobat.com/a828402417/r37898579>

The Internet can open doors for Hispanic Small Businesses through effective Web site design and online shopping options. To learn how to use the Internet to add value to a Hispanic Small Business or increase awareness of the products and services provided by these small businesses among Spanish speaking consumers, join us for "Web site Basics: A Primer for Hispanic Small Businesses." The SRDC will broadcast this free learning opportunity on November 19, from 2 p.m. to 3 p.m. (Central Time).

**Marketing Food Specialty Products Online**

December 3, 2009 2 - 3 p.m. (Central Time)

Rachael Carter

Participation link: <https://admin.na4.acrobat.com/a828402417/r94784336>

How can food retailers – such as grocery managers, farmers, restaurants, or food specialty entrepreneurs – utilize the vast amount of online marketing options? If you or a client want to gain skills in online business decision-making, tune in to "Marketing Food Specialty Products Online" on December 3, 2009 from 2 p.m. to 3 p.m. (Central Time). This free interactive Webinar is sponsored by the SRDC.

*How to Participate in Webinars*

To join a Webinar session, click on the participation link directly below the schedule time above. When you go to that URL, you will find yourself at a login page. Simply enter your name under the "Enter as a Guest" heading. Click on "Enter Room." We will be using the Internet connection (not phone lines) for audio. You will need speakers for your computer to hear the presentation and a microphone if you wish to be able to participate in the discussions. A chat box will be available for those who do not have microphones.

*Questions?*

For additional information or questions, visit the 2009 Webinar Series page at

<http://srdc.msstate.edu/ecommerce/webinar.html> at or contact Bo Beaulieu at [ljb@srdc.msstate.edu](mailto:ljb@srdc.msstate.edu).

### **e-Commerce Mini-Grants of up to \$3,000 Available for Extension Educators**

The Southern Rural Development Center is pleased to announce the continuation of its initiative to foster implementation of one of its new e-commerce curricula. U.S. Land-Grant Extension educators or teams are invited to submit proposals outlining how they propose to implement one of the FOUR new e-commerce educational curricula that the SRDC is scheduled to release by this fall as part of the National e-Commerce Extension Initiative. The maximum amount allowed for any proposal is \$3,000. Interested parties are encouraged to participate in the Fall 2009 e-Commerce Webinar Series. To view the call for proposal and learn more about the National e-Commerce Extension Initiative, visit <http://srdc.msstate.edu/ecommerce>.

### **Upcoming Latino Farmworkers Webinar to be Hosted by SERA-37**

SERA-37 will be holding its first 45 minute lecture/Webinar on "How to Effectively Serve Latino Farmworkers " by Cesar Asuaje - Expert working with Latino Farmworkers and Landscapers - on Wednesday October 28th at 2 p.m. EST. Following his lecture, there will be 15 minutes of questions and answers. Please join us at that time on your computer by clicking on: [http://slms.delta.ncsu.edu:80/join\\_meeting.html?meetingId=1254157272831](http://slms.delta.ncsu.edu:80/join_meeting.html?meetingId=1254157272831) . It will be shared over Elluminate live (no software needed- just the current Java). Please accept any prompts that come up and enter your full name in the ID space (no password is required as this is a public webinar).

### **New SRDC Brief Proclaims that "The South Does Not Make You Fat"**

By now it is common knowledge that America is fat. Two-thirds of adults, according to a recent study, are overweight or obese, up from 15 percent in 1980. It is also frequently reported that obesity rates are higher in the South, but can region itself be a contributing factor? Researchers Patricia A. Duffy, Claire Zizza, and Henry Kinnucan asked this question in their recent paper "Nutrition, Food Security, and Obesity among Low-Income Residents of the South," and they found that the South does not make you fat. Providing this exciting research in an accessible and brief format, the SRDC is pleased to announce its new Food Assistance and Nutrition Information Series as a part of the Economic Research Service's Research Innovation and Development Grants in Economics (RIDGE) program. The first report "The South Does Not Make You Fat: A Study of Nutrition, Food Security, and Obesity" [PDF] is currently available at [http://srdc.msstate.edu/opportunities/ridge/07briefs/south\\_does\\_not\\_make\\_you\\_fat.pdf](http://srdc.msstate.edu/opportunities/ridge/07briefs/south_does_not_make_you_fat.pdf). Additional topics such as Rural Senior Diets, Baby Formula Preparation by WIC Mothers, and who is receiving SNAP will soon be released. For more information about RIDGE, please visit the <http://srdc.msstate.edu/opportunities/ridge/>.

## **OTHER ITEMS OF INTEREST**

### **Home is Where the Heart is – and the Money, Too**

Politicians and policy makers sweating over how to jump-start economic growth may want to

start studying a new equation emerging Tuesday from U.S. research:  $L + P = \$$ . Translated, it means that communities able to inspire loyalty and passion among residents are also likely to see a swell in their financial outlook. These findings are being touted as critical information for community leaders across the United States and Canada working to engineer an economic rebound. Learn more about this research at

[http://www.theglobeandmail.com/news/national/home-is-where-the-heart-is-and-the-money-too/article1304874/?mc\\_cid=9ff77cf2f3&mc\\_eid=5d0771113e](http://www.theglobeandmail.com/news/national/home-is-where-the-heart-is-and-the-money-too/article1304874/?mc_cid=9ff77cf2f3&mc_eid=5d0771113e).

### **More Children Fall Into Poverty as Family Incomes Shrink**

Poverty rose in the West and Midwest last year, as slowdowns in housing and manufacturing sent more families below the poverty line, according to a Census Bureau report released Tuesday. The report, part of the agency's annual American Community Survey, was the latest to measure the recession's toll on low-income families, after a boom in which low-skilled workers relied on plentiful jobs and overtime -- often in construction and retail -- to raise their incomes and prospects. The bureau said poverty rates overall increased in 31 states and the District of Columbia in 2008, compared with poverty-rate increases in 10 states in 2007. Read more at

[http://online.wsj.com/article/SB125417989137347729.html?mc\\_cid=9ff77cf2f3&mc\\_eid=5d0771113e](http://online.wsj.com/article/SB125417989137347729.html?mc_cid=9ff77cf2f3&mc_eid=5d0771113e).

### **Brown Assumes Leadership of Extension Rural and Traditional Programs**

Paul Brown of Iowa State University has been selected as the Alabama Cooperative Extension System's associate director for rural and traditional programs. He will be responsible for providing statewide leadership for Extension's rural programming effort, which encompasses agriculture, community and economic development, family and consumer sciences, forestry and wildlife sciences and 4-H and is delivered through the system's 67 county offices, six Extension and research centers and other centers located throughout the state. An integral part of his efforts will involve working with other Extension administrators and educators and local community leaders to develop a strategic vision for new rural programs in an era of new funding streams for Extension and rapid economic and social change. Brown has served as assistant director for Agriculture and Natural Resources for Iowa State University Extension since 2004. He will assume his new role at Auburn in November. To read more of this article from the Alabama Cooperative Extension System, visit its News Line at

<https://sites.aces.edu/group/comm/newline/Lists/Posts/Post.aspx?List=b14b2afd%2Df049%2D42c3%2Da431%2Dc8eff85920ee&ID=75>

### **Choices Magazine Shares Agricultural and Applied Economics Research**

*Choices: The Magazine of Food, Farm, and Resource Issues*, the Agricultural and Applied Economics Association's policy magazine, makes research findings accessible to the public. Published quarterly, *Choices* typically contains two themes, each of which highlight the economic and policy implications of a selected topic of potential interest to decision makers in the public and private sectors. *Choices* is free to read online at [www.choicesmagazine.org](http://www.choicesmagazine.org). The most recent issue contains one theme on Emerging Issues in Food Safety, and another on Emerging Countries: Converging or Diverging Economies. A related AAEA product is *Policy Issues* (<http://aaea.org/publications/policy-issues/>), an online series of articles presenting economic

analyses on policy topics currently under consideration. The most recent one addresses Agriculture and Greenhouse Gas Cap-and-Trade. To subscribe, simply send an e-mail to [Outreach@aaea.org](mailto:Outreach@aaea.org) and ask to subscribe to *Choices* and/or *Policy Issues*.

## **FUNDING OPPORTUNITIES**

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

[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**

### **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>

### **New Energy. New Jobs. New Opportunities for Appalachia.**

An Appalachian Regional Commission Conference

October 26-28, 2009

Athens, Ohio

<http://guest.cvent.com/EVENTS/Info/Summary.aspx?e=a38ed6f8-6b0f-44b4-9cbd-2f39bac5cf80>

### **Effectively Working with Latino Farmworkers Webinar**

*SERA-37: The New Hispanic South*

October 28, 2009 at 2 p.m. (Eastern Time)

[http://slms.delta.ncsu.edu/join\\_meeting.html?meetingId=1254157272831](http://slms.delta.ncsu.edu/join_meeting.html?meetingId=1254157272831)

### **Fall 2009 Webinar Series**

National e-Commerce Extension Initiative

October 29-December 3, 2009

<http://srdc.msstate.edu/ecommerce/webinar.html>

### **A Beginner's Guide to e-Commerce: Easy Tools for Profit**

October 29, 2009 2 p.m. - 3 p.m. (Central Time)

**Web site Basics: A Primer for Hispanic Small Businesses**

November 19, 2009 2 p.m. - 3 p.m. (Central Time)

**Marketing Food Specialty Products Online**

December 3, 2009 2 - 3 p.m. (Central Time)

**Entrepreneurs and Their Communities Webinar Series**

eXtension Community of Practice

[http://www.extension.org/pages/Entrepreneurs\\_and\\_Their\\_Communities\\_Webinar\\_Series](http://www.extension.org/pages/Entrepreneurs_and_Their_Communities_Webinar_Series)

**Youth entrepreneurship**

November 12, 2009 2 p.m. (Eastern)

**Identifying Hidden Assets and Opportunities in Your Community (or What You Don't Know About Your Community Spells Lost Opportunities)**

December 10, 2009 2 p.m. (Eastern)

**Latinas and Latinos in the U.S. South: Immigration, Integration, and Identity**

February 19-20, 2010

Tuscaloosa, Alabama

<http://www.h-net.org/announce/show.cgi?ID=170520>

**Community Development Society / International Association for Community Development  
Joint Annual International Conference**

July 24-28, 2010

New Orleans, Louisiana

[http://comm-dev.org/inside/index.php?option=com\\_content&view=article&id=63&Itemid=74](http://comm-dev.org/inside/index.php?option=com_content&view=article&id=63&Itemid=74)

**JOB OPPORTUNITIES**

**Assistant Dean and State 4-H Program Leader, University of Tennessee Extension**

View announcement:

<http://ext1.ag.utk.edu/Employment/Jobs.nsf/391A69A9E21691508525695800526330/787249D11A80F431852575D600713BE7?OpenDocument>

**Associate Director, Local Government Center, Montana State University Extension**

View announcement:

<http://srdc.msstate.edu/files/lgcassodirpa2009.pdf>

**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/USDA**

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>