



**November 2009 Vol. 5, No. 11**

### **SRDC ITEMS OF INTEREST**

#### **SRDC Adds New Spanish Language e-Commerce Curriculum**

*Web site Basics: A Primer for Hispanic Small Businesses*, is the latest in eLearning tools added to the National e-Commerce Extension Initiative's Learning Center. Developed by Brian Whitacre, Oklahoma State University, this learning module can open doors for Hispanic Small Businesses through effective Web site design and online shopping options. So whether you have a business and are thinking about reaching Hispanic markets, or you are a Hispanic business looking to add e-commerce as a value-added measure, this module has something for you. Offered both in English and Spanish, this module is ideal for learners and educators wanting to expand their reach. For more information and to view the module, visit The Learning Center at [http://srdc.msstate.edu/ecommerce/learning\\_center.html](http://srdc.msstate.edu/ecommerce/learning_center.html).

#### **New Food Assistance and Nutrition Information Series Offers Policy Implications**

Taking existing reports from the Economic Research Service and SRDC's Research Innovation and Development Grants in Economics, the SRDC has released four new information briefs addressing food assistance and nutrition concerns throughout the South. Each brief, presented in an accessible format in everyday language, offers up-to-date research and the implications in various topics such as obesity, feeding patterns, food deserts, and food assistance. The following briefs are currently available:

**Food Stamps Target Those Most in Need** - The federal food stamp program helps approximately 15 million households (about 34 million individuals) put food on the table each year. At \$39 billion in 2008, the budget of the program, now called the Supplemental Nutrition Assistance Program, or SNAP, is nearly two-thirds of the USDA's food assistance budget. Not surprisingly, given the outlay, policymakers want to know its impact on participants' nutrition and health. Steven Yen, Donald Bruce, and Lisa Jahns in their recent paper offer some insights on who benefits from the program and how. Specifically, they examine the relationship between SNAP participation and health and participants' social and demographic characteristics.

**Incomes or Attitudes? What Determines Whether Mothers in the WIC Program Dilute or Concentrate Baby Formula** - The first few months of life may help cement more than

bonding for an infant. These important months may also imprint patterns of eating that can contribute to obesity later in life. Several studies have found that infant feeding practices, particularly breast-fed versus formula-fed options, can contribute to early weight gain, which in turn increases the risk of childhood weight issues. Infants fed formula, for example, tend to take in more energy and grow at a faster rate than breastfed infants in the first year. Formula-fed infants are also more likely to be overfed and may be less able to self-regulate their intake. What leads to this trend among formula-fed infants is unclear, but some have pointed to a mother's attitudes, abilities, and beliefs about infant feeding as a possible reason for the distinctions. Katherine Kavanagh and Cary Springer, in their recent paper, explore mothers' attitudes toward feeding patterns, and add a new possibility: how the mother prepares the formula—whether she concentrates or dilutes it.

**Rural Seniors Have Fewer Options for Healthy Diets** - Eating well is a critical component in a healthy lifestyle. A balanced diet can help prevent or ease chronic conditions such as heart disease, high cholesterol or blood pressure, or obesity. For seniors, who suffer more chronic conditions, diet can be an important (and less expensive) way to manage their health. However, choosing the right foods is only one part of eating well. Having access to quality foods at affordable prices is an often overlooked second component to a healthy diet. As Joseph Sharkey, Scott Horel, and Cassandra Johnson report in their recent study, seniors in rural communities find that getting to a well-stocked and affordable grocery store is frequently a challenge.

**The South Does Not Make You Fat: A Study of Nutrition, Food Security, and Obesity** - 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.

All briefs and the original reports are available at the RIDGE Web site at <http://srdc.msstate.edu/opportunities/ridge/foodassistance.html>.

**Next e-Commerce Webinar on Thursday, November 19, Two Upcoming in December**

The National e-Commerce Extension Initiative is pleased to continue its Fall 2009 Webinar Series with the dual language, *Web Site Basics: A Primer for Hispanic Small Businesses* at 2 p.m. November 19, 2009. Designed for Extension educators, economic development professionals and other interested parties who have a desire to work with local leaders, citizens, and organizations, these Webinars help to build a strong, vibrant plan for introducing and effectively using broadband in communities. 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:

**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.

**Electronic Retailing: Selling on the Internet**

December 10, 2009 2 – 3 p.m. (Central Time)

Dr. Julie Sexton

Participation link: <http://msues.na4.acrobat.com/r48867548/>

Getting a Web site is just the first step. Learning how to conduct business and sales online, from understanding what motivates consumers decisions and trends to make practical choices for efficiency, can make all the difference. On December 10, 2009 from 2 p.m. to 3 p.m., the SRDC will preview this upcoming learning opportunity.

*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 Shannon Lane Turner at shannont@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>.

### **OTHER ITEMS OF INTEREST**

#### **Mostaghimi Accepts Director Position at Virginia Agricultural Experiment Station**

Dr. Saied Mostaghimi has accepted the position of director of the Virginia Agricultural Experiment Station (VAES) and associate dean for research and graduate studies effective December 1, 2009. As part of his role, Dr. Mostaghimi will also be responsible for providing leadership to graduate research programs in the college. He is currently the H.E. and Elizabeth F. Alphin Professor and head of the Department of Biological Systems Engineering and joined Virginia Tech in 1984. He has served as department head since July 2003. Dr. Mostaghimi has been internationally recognized for his outstanding research, outreach, and educational programs in soil and water conservation and nonpoint source pollution assessment and prevention. For more information about VAES, visit <http://www.vaes.vt.edu/index.html>.

#### **ERS Report Analyses Health Status and Health Care Access of Rural Populations**

Rural residents have higher rates of age-adjusted mortality, disability, and chronic disease than their urban counterparts, though mortality and disability rates vary more by region than by metro status. Contributing negatively to the health status of rural residents are their lower socioeconomic status, higher incidence of both smoking and obesity, and lower levels of physical activity. Contributing negatively to the health status of farmers are the high risks from workplace hazards, which also affect other members of farm families who live on the premises and often share in the work; contributing positively are farmers' higher socioeconomic status, lower incidence of smoking, and more active lifestyle. Both farm and rural populations experience lower access to health care along the dimensions of affordability, proximity, and quality, compared with their nonfarm and urban counterparts. Read the full report at <http://www.ers.usda.gov/publications/eib57/>.

#### **Knight Report Focuses on Sustaining Democracy in the Digital Age**

The Knight Commission on the Information Needs of Communities in a Democracy is a group of

17 media, policy and community leaders. Its purpose is to assess the information needs of communities, and recommend measures to help Americans better meet those needs. The Knight Commission sees new thinking about news and information as a necessary step to sustaining democracy in the digital age. It thus follows in the footsteps of the 1940s Hutchins Commission and the Kerner and Carnegie Commissions of the 1960s. But in the digital age the stakes are even higher. Technological, economic and behavioral changes are dramatically altering how Americans communicate. Communications systems no longer run along the lines of local communities, and the gap in access to digital tools and skills is wide and troubling. The Commission seeks to start a national discussion – leading to real action. Its aims are to maximize the availability and flow of credible local information; to enhance access and capacity to use the new tools of knowledge and exchange; and to encourage people to engage with information and each other within their geographic communities. Learn more at <http://report.knightcomm.org/>.

### **Call for Nominations Issued for Dissertation Award in Rural Education**

Fully one-quarter of American schoolchildren live in rural communities. The AERA SIG in Rural Education seeks to promote and recognize rigorous research among new scholars that can influence policy and practice to improve the educational lives of these children. The Rural Ed SIG seeks nominations for its 8th Dissertation of the Year Award. The winner of the award will be recognized at the Rural SIG reception at the Annual AERA Meeting in May 2010 in Denver, Colorado. Doctoral dissertations completed between September 1, 2007 and August 31, 2009 are eligible. The awards committee will accept nominations from *any* research tradition in education, sociology, history, and other fields, and in which the rural context is prominent in the conception, research design, execution, conclusions, and recommendations (if any). Dissertations in which the word rural is uncommon are not likely to qualify to be judged. Authors are encouraged to nominate their own works; nomination by another scholar is unnecessary and it is not considered a substantive advantage. For more information, visit <http://ruralsig.blogspot.com/2008/12/call-for-nominations-dissertation-award.html>.

## **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**

### **Fall 2009 Webinar Series**

National e-Commerce Extension Initiative

October 29-December 10, 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)

### **Electronic Retailing: Selling on the Internet**

December 10, 2009 2 – 3 p.m. (Central Time)

### **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)

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

### **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=7](http://comm-dev.org/inside/index.php?option=com_content&view=article&id=63&Itemid=7)

### **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 Dean for Extension and Engagement, College of Human Environmental Sciences/Oklahoma Cooperative Extension Service, Oklahoma State University**

View announcement:

[http://srdc.msstate.edu/newsletters/documents/11-09-position announcement hes assoc dean ee.pdf](http://srdc.msstate.edu/newsletters/documents/11-09-position%20announcement%20hes%20assoc%20dean%20ee.pdf)

**Center Director, East Tennessee Research and Education Center, Tennessee Agricultural Experiment Station**

View announcement:

[http://srdc.msstate.edu/newsletters/documents/11-09-center director tn.doc](http://srdc.msstate.edu/newsletters/documents/11-09-center%20director%20tn.doc)

**Dean, College of Agriculture and Director, Alabama Agricultural Experiment Station**

View announcement:

[http://srdc.msstate.edu/newsletters/documents/11-09-position announcement dean and director for chronicle.revised.pdf](http://srdc.msstate.edu/newsletters/documents/11-09-position%20announcement%20dean%20and%20director%20for%20chronicle.revised.pdf)

**Director, North Central Regional Center for Rural Development, Michigan State University, National Institute for Food and Agriculture, USDA**

View announcement:

[http://srdc.msstate.edu/newsletters/documents/11-09-ncrcrd director position announcement 09.pdf](http://srdc.msstate.edu/newsletters/documents/11-09-ncrcrd%20director%20position%20announcement%2009.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>