



August 2010 Vol. 6, No. 8

SRDC ITEMS OF INTEREST

Most popular SRDC educational resource "Cashing" updated and released

Launching a business is no small feat. The licensing, zoning, loans, inventory controls, employees relations, accounting – becoming a successful entrepreneur requires nearly equal parts ambition, dedication, and know-how. That's where Cashing in on Business Opportunities comes in. Since 1997, Cashing has been offering entrepreneurs and the educators who serve them the technical knowledge and skills needed to manage a home-based or micro business. Now after two years of rewrites and additions, Cashing has a new look and is available for free online for the first time. Read more about the updates and access the module at <http://srdc.msstate.edu>.

e-Commerce Initiative hosts workshop, launches regional teams

Nineteen Extension educators and three guest speakers gathered on July 19-21, 2010 in Atlanta, Georgia for a National e-Commerce Extension Initiative workshop hosted by the SRDC. Now in its 7th year, the Initiative has released ten learning modules along with a new site featuring an expanded resource library and tutorials. Accordingly, to put these resources in the hands of educators across the country, each Regional Development Center Director identified pertinent Extension professionals who have exposure to e-commerce, champion e-commerce education, or have worked for e-commerce advancement in their region. From this group, four new regionally based teams were formed and awarded \$25,000 each to host training efforts launching this fall. During the meeting, the teams received instruction from the learning module authors to develop a better understanding of the theory and application behind successful e-commerce strategies. Read more about the meeting and upcoming e-commerce plans at <http://srdc.msstate.edu/>.

Sustainable Community Innovation Grants RFP slated to be released this month

The Request for Proposals for the 2010 round of Sustainable Community Innovation Grants will soon be released. This unique program seeks to fund projects that embrace and invest in local strategies that 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 applications aimed 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. Proposals that focus on entrepreneurship efforts and value-added activities that build on the agricultural and nonagricultural assets of communities are particularly encouraged. The proposals will be due in early October. For more information, visit <http://www.southernsare.uga.edu/callpage.htm>.

Nonemployer establishments used to measure entrepreneurship in SRDC region, nation

Over 70 percent of total business establishments in the nation are nonemployers. Many of these businesses will move on to hire some employees, eventually generating jobs in their communities.

Research by the Edward Lowe Foundation shows that the vast majority of job creation takes place in micro and small businesses. Therefore, the Fact of the Months for July and August were combined and expanded to examine who these nonemployers are, and what industries in which they work. Displayed in poster format, this data covers what percentage of the micro and small businesses are nonemployment establishments and where these nonemployer businesses are in the nation versus the SRDC region. To access the poster, visit <http://srdc.msstate.edu/fotm/>.

Regional Rural Development Centers announce next round of "Foundations of Practice in Community Development" training for October

Want to know more about the principles of doing good community development work? If so, take a close look at the "Foundations of Practice in Community Development." 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 community development. A nationally recognized team of faculty drawn from universities will serve as instructors. All sessions will be held from 2-3:30 p.m. Eastern Time. The first session is scheduled to begin on Friday, October 8, 2010. For more information and to register, visit <http://srdc.msstate.edu/fop/>.

SRDC researcher Gallardo interviewed about rural pop change for Nebraska Public Radio

In most rural Nebraska counties, young people are a decreasing part of the population. But there are some exceptions. Taken from a report SRDC research Roberto Gallardo published at the Daily Yonder, NET Radio, Nebraska's NPR station, interviewed Gallardo and others on population change in rural areas. Net Radio is a statewide public radio network originating in Lincoln, Nebraska and composed of nine transmitters. As part of Nebraska Educational Telecommunications, they are governed in part by the NET Commission and assisted by the NET Foundation for Radio Board (formerly the Public Radio Nebraska Foundation Board). Listen to the article at http://www.publicbroadcasting.net/netradio/news.newsmain?action=article&ARTICLE_ID=1680993.

PAWC announces dates and theme for 68th annual conference

The Professional Agricultural Workers Conference will be held December 5-7, 2010 at Tuskegee University. The PAWC serves as a forum where participants review and discuss relevant topics on improving the quality of rural life for people in the South and the nation in general. This year's theme is "Empowering Underserved Farmers and Rural Communities by Changing Legislation, USDA Eligibility Requirements, and Program Delivery." Early bird registration by October 1 secures a rate of \$295. On-site registration will be \$425. A limited number of scholarships are available for small farmers, businesses and community based organizations. The PAWC is hosted by Tuskegee University and supported by the Farm Foundation, USDA agencies (ERS, NRCS, CSREES, FSA, FS, FAS, APHIS), USDI/NPS, USAID, the Southern Rural Development Center, USDI, COSBAE/AAEA, 1890 Land-grant Institutions and Tuskegee University. For more information, visit www.pawc.info.

10th Annual New Partners for Smart Growth conference set for 2011

Today, more than ever, we are faced with environmental and economic challenges that will define our generation, shape our future, and test our resilience as cities, regions, states and a nation. Join leaders from across the U.S. tackling these challenges head-on and demonstrate smart growth solutions that will reduce our dependence on foreign oil, create a green economy, assure a healthy population, and expand transportation and housing options for all Americans. Charlotte — "the

Queen City" — is an ideal setting for the 2011 New Partners for Smart Growth Conference set for February 3-5, 2011. The SRDC is proud to partner with this annual event. Learn more at <http://www.newpartners.org/>.

OTHER ITEMS OF INTEREST

Schools with highest rates of extreme poverty get the least educational resources

A report released by the Southern Education Foundation (SEF) finds that a growing number of the South's students who live in extreme poverty—surviving on less than seven or eight dollars per day—attend public schools that spend the least on educational resources. More than 5.7 million children lived in extreme poverty in the United States in 2008 in a household with an income below 50 percent of the federal poverty line—2.4 million or 42 percent of those children lived in the South, according to *The Worst of Times: Children in Extreme Poverty in the South and Nation*. Read the full article at <http://www.southerneducation.org/showTeaser.asp?did=633>.

New guide helps local officials engage youth in municipal government

In an effort to help cities and towns successfully engage young people in the democratic process, the National League of Cities' Institute for Youth, Education, and Families, with support from the Surdna Foundation, has released a new guide, *Authentic Youth Engagement: A Guide for Municipal Leaders*, to help local elected officials and other city leaders address each of the critical elements of youth civic engagement. The guide defines authentic youth engagement as a process in which young people are seen as valuable participants in the work of local government, are prepared to take on meaningful roles in addressing relevant issues and work in partnership with adults who respect, listen to and support them. Like any other new initiative in local government, there is no magic recipe or one-size-fits-all approach. Success comes from blending the unique assets of a city with the collective knowledge and best practice from across the country. Local officials can use this framework to find workable solutions for their own community. Access the guide at http://www.nlc.org/ASSETS/8DCFB802143A42279291EDD2F02E4E18/IYEF_AYCE_Guide_7-10.pdf.

FUNDING OPPORTUNITIES

SRDC's Grant Connections: Rural Development Funding Opportunities

<http://srcd.msstate.edu/funding/grantconnections>

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

2010 Joint Meeting of SR-PLN, AEA & ASRED

August 23-27, 2010
Memphis, Tennessee
<http://srpln.msstate.edu/conferences/10pln/info.html>

AgrAbility Webinar Series

AgrAbility Outreach to Migrant and Seasonal Farmworkers: Fotonovelas and Beyond

September 2, 2010

3:00 p.m. EDT

To participate in this free webinar, email agrability@agrability.org by August 23 and simply put the word "Webinar" in the subject line.

4th Annual 2010 Southern Obesity Summit

September 12-14, 2010

Atlanta, Georgia

<http://www.southernobesitysummit.org/>

Foundations of Practice in Community Development

Level 1 - Understanding Communities and Their Dynamics

August 23-27, 2010

<http://srdc.msstate.edu/fop>

Appalachia's Educational Assets: Investing in a Skilled Future

October 25-27, 2010

Rome, Georgia

<http://www.arc.gov/>

Professional Agricultural Workers Conference

Empowering Underserved Farmers and Rural Communities by Changing Legislation, USDA Eligibility Requirements, and Program Delivery

December 5-7, 2010

Tuskegee, Alabama

<http://www.pawc.info/>

10th Annual New Partners for Smart Growth

Building Safe, Healthy and Livable Communities

February 3-5, 2011

Charlotte, North Carolina

<http://www.newpartners.org/>

JOB OPPORTUNITIES

Director, Mississippi State University Extension Service

View announcement:

http://srdc.msstate.edu/newsletters/ats/files/06_07-dirofextension.pdf

Research Agricultural Economist, Economic Research Service/USDA

View announcement:

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

Research 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>

SUBMIT ANNOUNCEMENTS

Job announcements and other items of interest may be sent to [Alicia Barnes](#) for possible inclusion in future issues.

SUBSCRIBE TO AROUND THE SOUTH

Subscribe to Around the South by visiting http://srdc.msstate.edu/newsletters/ats_subscribe.htm