SRDC board funds seven projects

At the annual meeting of the SRDC Board of Directors in October, seven proposals were funded for research and extension projects. Fifty-two applications were received in response to the Center's request for proposals. A sub-committee of the Regional Rural Development Program Advisory Committee reviewed the proposals and made recommendations to the Board of Directors. The following were approved for funding by the Board:

- Extension of the SRDC Task Force on Alternatives to Financing Infrastructure in Rural Communities in the South; SRDC Task Force Members.

- Extension of the SRDC Task Force on Strategies for Job Retention and Creation in Rural Communities in the South; SRDC Task Force Members.

- Improving Rural Tourism Extension and Research in the South: A Task Force to Inventory and Assess Current Programs; Richard Perdue/Larry Gutske/Thomas Wells, North Carolina State University.

- Participation of Rural Households in Small Business Employment and Income; Kevin McNamara/David Kraybill, University of Georgia.

- Potential for and Impacts of Foreign Direct Investment in the Nonmetro Southeast; David Barkley, Clemson University; Kevin McNamara University of Georgia.

- Rural Economic Development for Community Self Reliance; James Edwards, Florida A&M University; Ron Williams, Alabama A&M University.

- The Status of Education in the Rural South; David Mulkey, University of Florida.

Bio-Prep satellite tech helps rural students

Some rural students in grades 9 through 12 are preparing for the rigors of college through an academic honors program called Biomedical Sciences Preparation. The program, administered by the University of Alabama's College of Community Health Services, beefs up skills in math, science, language arts and social studies. Satellite technology brings the program to more than 1,000 schools in 28 states. The original purpose of Bio-Prep was to help decrease the national shortage of rural health care professionals. Now, its expanded goal is to turn out all kinds of professionals for rural towns. The program is funded by local, state and federal monies as well as by its initial supporter, the Josiah Macy, Jr., Foundation.

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RELATING RURAL DEVELOPMENT TO YOUR COMMUNITY
Farm Management: How to Achieve Your Farm Business Goals is the title of the 1989 Yearbook of Agriculture. The focus is on individual farmers making decisions on the use of their resources—land, labor, capital and managerial skills. Case studies reveal real farm managers solving real problems. $10. Superintendent of Documents, Washington, DC 20402.

Fishing as an Economic Alternative for Small Farms by Charles E. Cichon and Lili T. Carpenter contains the results of a project funded by the Southern Rural Development Center to determine who fee fishes, and why they fee fish. This study was conducted to help determine the potential for fee fishing as an alternative strategy for rural development, and determine what characteristics are desirable for a successful operation. $4. Southern Rural Development Center, Box 5446, Mississippi State, MS 35762, (601) 325-3027.

Financing Infrastructure in Rural America by James Hite with an Introduction by Gerald Doeksen was presented at the Infrastructure and Rural Economic Development Symposium during the Southern Association of Agricultural Scientists meeting in 1986. The Symposium was sponsored by the Task Force on Alternatives for Financing Infrastructure Development in Rural Communities in the South. Southern Rural Development Center, Box 5446, Mississippi State, MS 35762, (601) 325-3027.

Population and Community in Rural America by Lorraine Gasowitch under the auspices of the Rural Sociological Society focuses on migration as the primary force for population change in rural America. The author presents an investigation of the nature of migration and its effect on other population processes and characteristics with some explanations. $12.95. Praeger Publishers, One Madison Avenue, New York, NY 10010.

Using Tourism and Travel as a Community and Rural Revitalization Strategy contains papers presented at the 1989 national extension workshop in Minnesota. The material was developed to help economic practitioners and the Cooperative Extension System assist local individuals and communities in using tourism and development as an economic development tool to and utilize the resources of the land-grant system more effectively. $20. Distribution Center, Minnesota Extension Service, University of Minnesota, 3 Coffey Hall, 1420 Eckles Avenue, St. Paul, MN 55108, (612) 625-8173.

1989 Annual Progress Report from the Southern Rural Development Center is exactly that—a report of the Center's activities of the past year. Southern Rural Development Center, Box 5446, Mississippi State, MS 35762, (601) 325-3027.

YOUTHS SERVING AS ADVOCATES OF YOUTH, March 1-4, 1990, Atlanta, Georgia. This workshop will offer training in one of four youth leadership and youth voluntarism models that have produced outstanding results in many communities. Complete information is available from the respective state Cooperative Extension Service 4-H offices or from Glen Krohn, (803) 656-3420.
Infrastructure task force sets conference

The SRDC task force, Alternatives for Financing Infrastructure Development in Rural Communities in the South, has planned a conference for May 1-3. It is scheduled for the Radisson Hotel in Birmingham, Alabama. Purposes of the meeting are to:

* train a group of professionals that can take information currently available on innovative financing methods and apply that information to programs they are responsible for at the local level;
* build new partnerships between local government and the land-grant system, and
* identify issues of importance to local government that would enhance current research efforts undertaken by land-grant institutions.

The conference will involve state and local decision makers, interested citizens, sub-state planning councils, municipal leagues, state and area extension personnel and other professionals interested in local finance. Increased awareness and understanding of innovative local financing issues in specific communities is an anticipated outcome.

Issues to be addressed during concurrent sessions include fire and emergency medical services, economic development, solid waste, education, water quality/quantity, health care, and transportation. An exhibit/poster session will provide opportunities for sharing of ideas.

There is a $75 fee and a registration deadline of April 17. For complete registration information contact the Southern Rural Development Center, Box 5446, Mississippi State, MS 39762, (601) 325-2807. For exhibit/poster space contact Gerald Dokken, Department of Agricultural Economics, Oklahoma State University, Stillwater, OK 74078, (405) 744-6081.

Southern Rural Development Center
P.O. Box 5446
Mississippi State, MS 39762

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Workforce training begins at preschool

The most important learning years are generally assumed to be the first five. In their first years of life, children are busy learning how to learn and how to get along with adults and peers. Those lessons last a lifetime. Recent studies document that a preschool experience gives disadvantaged children the chance to begin kindergarten on a par with others. The studies also show that preschool reduces the chances a child will fall into a life of crime and substance abuse.

That poor learning and social skills are highly correlated to low parental education levels and often with poverty should be no surprise. Children from a deteriorating and positive home environment or those enrolled in a high quality day-care, are almost certain to enter school better prepared than those who were merely handed at low-cost day-cares or who live with parents for whom making enough money to feed the family is an exhausting, all-consuming task.

Ignoring the basic economics of preschool could cost Southern states in terms of lower business recruitment and a lower tax base. Businesses will ultimately bear the brunt through higher taxes to support the unemployed or through expensive training programs to overcome a lifetime of learning deficits. Both states and businesses are already making large investments in elementary and secondary education reforms, as well as programs for retaining the current work force. These efforts while much needed, are not aimed at the prevention of learning disabilities.

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Bi-vocational ministers schedule conference

The fourth tri-state ministerial conference is scheduled for Tuesday, April 24, 1990, at the Shelby County Extension Office in Memphis, Tennessee. It is designed for bi-vocational ministers and lay church leaders of rural churches.

The title and theme of the one-day meeting is "Ministering to Troubled Families: IV, Building Human Capital." Session topics include counseling skills, drugs and drug abuse, ministerial liability, building human capital and effective examples of bi-vocational ministers. The sponsoring organizations include the 1890 and 1862 universities in Arkansas, Mississippi and Tennessee, the Southern Rural Development Center and the Farm Foundation.

For registration information contact Southern Rural Development Center, Box 5446, Mississippi State, MS 39762, (601) 325-3672.
Housing unfavorable in rural South

Despite its reputation for gracious down-home living, the rural South trells the rest of America in providing decent homes for its residents according to a national housing report.

"Non-metro households in the South were more than three times as likely as non-metro households in the other regions to occupy substandard housing," said the report by the Center on Budget and Policy Priorities and the Housing Assistance Council.

Of the four regions, Northeast, Midwest, South and West, the survey found people living in rural Dixie were more likely to be poor and to face serious housing problems than those living in other areas both urban and rural.

Workforce continued from page 1

entry-level jobs demanding at least two years of post-secondary education. Quality jobs need quality workers, and quality workers need to know how to learn and keep learning. Despite recent education reforms for children over five, disadvantaged children who do not attend preschool programs will be much more likely to become a major liability—instead of the asset they could and should be—to the future.

Southern states should undertake a serious and systematic investment in preschool programs for economically disadvantaged children. Investments in preschool education could yield considerable pay-offs for the region's economy.

Failure to do so might compound the complex fiscal and economic challenges already facing the region.

A long term economic renaissance cannot survive and prosper without a determined effort to nurture the skills and intellect of the South's entire workforce.

(Source: PRESCHOOL EDUCATION FOR ECONOMIC DEVELOPMENT: PRACTICAL STEPS FOR SOUTHERN STATES by Oliver Johnson, senior staff associate for Human Resource Policy, Southern Growth Policies Board, No. 30, January 1990.)

White House issues report for 90's

There is an article in the January 26 issue of NADO NEWS, a publication of the National Association of Development Organizations, about the recently released White House report, "Rural Economic Development for the 90's: A Presidential Initiative." The report, according to NADO NEWS, was chaired by Agriculture Secretary Clayton Yeutter and details the conditions found in rural America and makes recommendations for potential strategies. The action plan deals solely with existing USDA programs and focuses on coordination.

The following is taken from the NADO NEWS article.

The report's rural development perspective includes the following:

* Substandard housing, substandard education, or substandard health care are symptomatic of a weak local economy, a condition that can best be alleviated through increased employment opportunities.
* While a strong farm economy is essential to rural America, a strong farm economy is not enough, by itself, to assure rural vitality...nonfarm jobs are essential.
* Ultimately, with or without federal assistance, only local people working through private sector initiatives can breathe lasting economic life into their own communities.

Some of the initiative's recommendations are:

* Encourage regional planning and coordination of educational programs in rural areas to better allocate scarce resources.

That compares with 5 percent in the rural households in the Northeast and 4 percent in the Midwest and West. Thus, rural households in the South are at least three times as likely to occupy substandard housing as rural households elsewhere.

Housing problems are also magnified for rural blacks. While 17 percent of rural white households lived in poverty in 1985, the percentage was 47 percent for rural black households. About two in five rural black households lived in substandard housing.

The South, as defined in this survey, includes Georgia, Florida, Texas, Alabama, Arkansas, Delaware, the District of Columbia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Virginia and West Virginia.

(Source: RURAL SOUTH'S SUB-STANDARD HOMES LEAD TO WORST HOUSING, STUDY FINDS, by Bob Dart, The Atlanta Journal, December 19, 1988.)
Task force develops 'small farm' definition

The Southern Rural Development Center sponsored task force on Formulation of Alternative Approaches for Maintaining and Enhancing Small-Scale Producers' Roles in Southern Agriculture Through On- and Off-Farm Initiatives has released its final report. Dewayne Ingram, University of Florida, served as chair of the group.

The report recognizes that an important part of assisting small farm families is defining exactly who fits in the clientele group. Small farm definitions abound. However, many are based on some one-dimensional criterion such as gross farm sales, size of operation in acres or comparisons with the surrounding nonmetropolitan income.

Task force committee members surmised from literature and experience that to be effective a definition must include multivariant criteria.

A major concern in defining small farms is the ability to capture as many small farms in general as possible and then to select the relevant criteria to discriminate between the small farm types.

In developing the definition used by the task force, all farm operators with annual gross farm sales of $40,000 were selected. The dollar figure was selected because it was the more recent USDA cap for small farms. These farms were then placed in a 2 x 2 matrix that differentiates according to total family income from both on- and off-farm sources and the farm family's reliance on farm-generated income. Both axes were then ranked as either 'high' or 'low'.

From this matrix four main small farm types emerged:

- **Type 1** - Limited Resource Farm - has a low total income and a high reliance on farm-generated income.
- **Type 2** - Part-Time Farm - has a high total income but a low reliance on farm-generated income.
- **Type 3** - Successful Small Farm - has both high total income and a high reliance on farm-generated income.
- **Type 4** - The Rural Pool - has both low total income and a low reliance on farm-generated income.

Despite the fact that four distinct farm types were generated, one dimensional criteria, such as income, can lead to categories that are too general, and can leave the impression that each call is a static category.

In order to further delineate small farms for which to target extension and research programs, two socially relevant criteria could be added: age and/or career phase of the farm operator, specified as young/beginner, middle aged/experienced and the aged/retired. Another criterion that could be added is ability.

The utility of the definition developed is not that it describes all the different kinds of small farms, but that it provides insight into the diversity of the small farm sector in general and the important criteria needed to help understand their needs on the farm and the potential they have to offer off the farm.

For copies of the report contact Southern Rural Development Center, Box 5446, Mississippi State, MS 39762 (601) 325-3207.

In Print

Increasing Understanding of Public Problems and Policies... 1989 reports the major discussions of the 39th National Public Policy Education Conference held in September 1989. Papers are presented in the following categories: Global Environment for the U.S. Economy in the 1990s, Family Policy, Rural Development Policy, Public Policy Education, and Water Quality Policy. Copies are available from the sponsoring organization, Farm Foundation, 1211 West 22nd Street, Oak Brook, IL 60521.

Land Use Transitions in Urbanizing Areas: Research and Information Needs is the proceedings of a workshop sponsored by the Economic Research Service, USDA and the Farm Foundation. It contains the latest information from studies of land use change, the context in which land use change should be viewed and a recent historical perspective on farmland retention policy. It is available from Ralph E. Heimlich, ERS/USDA, 1301 New York Avenue, NW Room 408, Washington, DC 20001-4728.

Public/Private Partnership Case Studies: Profiles of Success in Providing Environmental Services is a how-it-worked resource on public-private partnerships in solid waste, wastewater and drinking water in a variety of communities. A contact name is listed for each case study. For copies contact Christine Zawlocki, Environmental Protection Agency, Resources Management Division (PM2205) 401 M Street SW, Washington, DC 20460.

Statutory Trespass/Utility Law in the Eastern United States should be of special use to policy makers as they deal with rural economic development issues related to renewable natural resources and recreational access. Limited copies are available. $3.50. Make checks payable to West Virginia University Foundation, Inc. and mail to Anthony Farlee, 2104 Agriculture Sciences Bldg, WVU, Morgantown, WV 26506.
Economic triage seems to exist

Since the 1950's half the people and most of the businesses have left Sheridan County, North Dakota. The county has no doctor, no hospital, no traffic light, no bus service and more ghost towns than live ones. McClusky, the county's biggest town, might not be here if it were not the county seat, residents say. It has barely 600 people and withering Main Street dotted with storefronts that have been closed for years. Nobody can remember when a new building last went up.

Sheridan County is like hundreds of declining rural counties around the country facing questions about their survival that pose tremendous ethical and economic quandaries for state governments with limited resources.

In the years since the farm crisis laid waste to many rural communities, many states, by active policies or by inaction, have been resorting to a kind of economic triage—promoting economic development in thriving towns and counties while permitting weaker ones to die. The strategy, directly or implicitly, works in much the same way that a battlefield triage system favors treatment for the wounded who are most likely to live.

Because the idea is not a popular one in rural states, few state officials will openly acknowledge that they rely on this kind of economic strategy.

But scholars say most states are already engaged in some form of triage, whether they expand roadways in some counties at the expense of others or whether they choose not to show companies certain towns "because they know there's no hope," said Mark Lapping, a professor of regional and community planning at Kansas State University who is director of the Kansas Center for Rural Initiatives.

Professor Lapping, who has written several books espousing the theory, said: "You can't fix every rural bridge. States don't want to throw good money after bad. They don't say they'll aggressively pursue this policy—they just hang back and let it happen. Nobody knows precisely how many small towns around the country have vanished in recent decades. Unincorporated towns of less than 1,000 people, which are among those most likely to disappear, are not even monitored by the Census Bureau. Each decade about 200 previously incorporated towns across the country fail to show up in the census, according to Calvin Beals, demographer for USDA. Mark Drabenstott, assistant vice president and economist of the Federal Reserve Bank of Kansas City, Missouri, said that given scarce public resources in farm-dependent regions, state governments have two choices: spread the development efforts very thinly over all communities and have little chance of those efforts succeeding or concentrate efforts on a fewer number of communities and have a much higher chance of success.

Whether a state should permit some rural communities to prosper at the expense of dying neighbors is far from settled. Roland Vaught, Under Secretary of Agriculture for Small Community and Rural Development, said that the will of the people should be the determining factor in deciding the fate of a community. 'The leadership has to come from the local area,' Mr. Vaught said, 'We ought not and should not decide whether one community should survive and another should not. That's continued on page 7

Newsletter available for sustainable agriculture

With the current interest in sustainable agriculture, a newsletter for sharing information seems in order. One recently announced is the SUSTAINABLE AGRICULTURE INTEREST GROUP newsletter.

The stated purpose of the publication is to promote information exchange and interdisciplinary communication with regard to sustainable agriculture. If you would like to be on the mailing list to receive meeting announcements and the newsletter, or if you would like to submit information for the newsletter, contact Nancy Graemer or Kamiy Ershayen, Entomology Department, 1736 Niel Avenue, State University, Columbus, OH 43210, (614) 292-3782.

Names in the news

JULIUS W. BECTON, JR., has been named president of Prairie View A&M University. He succeeded interim president MILTON R. BRYANT, who returns to his previous post as vice president for academic affairs.

PAUL E. DEW has been named interim director for the Cooperative Extension Service, North Carolina State University. He previously served as assistant director, county operations, North Carolina Agricultural Extension Service.

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- Build greater flexibility into federal program administration to foster more effective adjustment to ever changing rural circumstances.

The major focus of the initiative, however, is to better coordinate all the rural development programs available:

- As development activities in rural America have increased, so has the number of individual government programs. To the rural 'customer' of federal programs, battling through the maze can be, at the very least, confusing.

- Implementing such improvements does not require a drastic shift in current rural development programming or funding. Necessary elements are already in place. What is needed is a government-wide commitment to improved program guidance and delivery.

The president's action plan includes a number of items which are already authorized, or in operation, it reestablished a national council on rural development to improve federal rural development policy; makes the Working Group on Rural Development a standing committee;

Whitehouse

creates statewide councils to coordinate the delivery of federal and state development programs; sets up a demonstration program to identify regional rural development needs; renews the rural development hot line; targets rural development programs to reach areas with maximum net economic benefits.

(SOURCE: NADO NEWS, Vol. 12, No 4, January 26, 1990)

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the decision only a local community could make.

Professor Lapping suggests several other factors that states should consider in answering the difficult question of which towns will live and which will die: size (generally, for a town to survive, he says, it needs at least 2,500 people); economic diversity, corporate investment from outside the community, the willingness of residents to invest there, easy accessibility, and a relatively young population.

(SOURCE: WITH RURAL TOWNS VANISHING, STATES CHOOSE WHICH TO SAVE by Isabel Wilkerson, THE NEW YORK TIMES, January 3, 1990)
On Schedule

TRAINING AND JOBS: KEYS TO RURAL ECONOMIC DEVELOPMENT, April 5-6, Huntsville, Alabama. This regional conference offers an opportunity for community leaders to hear from leaders of industry, education and economic development agencies regarding problems and opportunities in workforce training and development. Alternative policies and strategies for enhancing state and local economic development will be discussed. For additional information contact Gene Brothers, CED Specialist, Alabama A&M University, Box 122, Normal, AL 35762, (205) 851-5710.

MINISTERING TO TROUBLED FAMILIES IV: BUILDING HUMAN CAPITAL, April 24, Memphis, Tennessee. This is the fourth tri-state ministerial conference sponsored by the 1890 and 1962 universities in Arkansas, Mississippi and Tennessee, the Southern Rural Development Center and the Farm Foundation. It is designed for bi-vocational ministers and lay church leaders of rural churches. For registration information contact Southern Rural Development Center, Box 5446, Mississippi State, MS 39762, (601) 325-3207.

COMMUNITY STRATEGIES FOR TOMORROW'S LOCAL INFRASTRUCTURE, May 1-3, Birmingham, Alabama. The SRDC task force, Alternatives for Financing Infrastructure Development in Rural Communities in the South planned this conference for state and local decision makers, interested citizens, sub-state planning councils, municipal leagues, state and area extension personnel and other professionals interested in local finance. Increased awareness and understanding of innovative local financing issues in specific communities is an anticipated outcome. For registration information contact the Southern Rural Development Center, Box 5446, Mississippi State, MS 39762, (601) 325-3207.

Timber Bridge Initiative offers demonstrations

Highway officials at all levels of government face bridge problems. Nearly one-half of the nation's bridges have deficiencies. With more than 80 percent of the nation's bridges located in rural areas, many rural officials are confronted with a two-fold problem: large bridge needs and small budgets to meet those needs.

Many of the bridges that are in disrepair, especially the one on double-lane rural roads, are ideally suited for wood construction. Technological advances in the treatment, preservation and design of wood make the timber bridge an economical, safe and attractive option to steel and concrete.

Timber bridges help save money over steel and concrete construction in three major ways:

- Lower materials and construction costs - despite high estimates from engineers and contractors unaccustomed to building with wood, the costs of timber construction are usually much lower than steel and concrete,

- Lower maintenance costs - treated timber doesn't need to be painted and then sandblasted and repainted for protection against the elements,

- Lower life-cycle costs - timber bridges should last at least 70 years. In areas with harsh winters, timber can save money because unlike steel and concrete it is immune to the effects of deicing salts.

Wood is a renewable natural resource. Over 700 million acres of forestlands are available to supply timber for construction including bridges. Modern forest management allows reforestation with the net annual timber growth increasing at the rate of 19 percent per year.

Last year Congress recognized the attributes of timber and the advantages of timber bridges by funding a Timber Bridge Initiative. A total of $3.35 million was budgeted for demonstration bridges, research and technology transfer. As a result, the Timber Bridge Information Resource Center opened to administer the initiative. Located in Morgantown, West Virginia, John Cist serves as program manager.

During the first year, emphasis has been on the selection and building of cost-share demonstration timber bridges throughout the country. Two are planned for the South in May: Talahassee County, Mississippi, and Boone, North Carolina. A conference is tentatively scheduled for Habersham County, Georgia, as well.

For information on how to take advantage of these demonstrations, contact John B. Cist, Program Manager, Timber Bridge Information Resource Center, 180 Canfield Street, Morgantown, WV 26505 (304) 291-4159.

CENSUS '90

Answer the Census.
It Counts for More Than You Think.

RELATING RURAL DEVELOPMENT TO YOUR COMMUNITY
Smokestacks: appreciating beats chasing

Not too many years ago, an American governor who spent his time dreaming up financial incentives to lure businesses into his state could hope to be rewarded with a reputation as a far-sighted leader.

Nowadays, he is more likely to be saddled with a reputation as a “smokestack chaser,” an industrial-era throwback who waste millions of dollars giving away tax breaks and other expensive baubles to companies that would have come into the state anyway.

Something like a nationwide consensus has emerged that economic development money should be spent instead nurturing business already within a state. But does that mean the era of smokestack chasing is over? Almost certainly not, writes Roger Wilson, a policy analyst at the Council of State Governments. For example, he says, if General Motors or Volkswagen or Toyota were planning a huge new factory somewhere in the United States, and Tennessee and Indiana were offering incentive packages, what are the chances that Kentucky would cite the latest studies and retire from competition? Very slim.

That being said, Wilson goes on, there are some things a state ought to know before it gives away the store. First, it is hard to find any study showing tax breaks to be a major factor in corporate decisions about where to locate. Those decisions are made primarily on factors beyond the state’s control - its location, labor costs, energy costs and quality of life. Economic incentives are, at best, a tie-breaker, Wilson suggests.

What careful use of incentives can do, though, is create a widespread perception that a state is competitive. More generally, Wilson believes. This is important because of the proliferation of studies that rank states according to their business climate.

“Rather than being a policy tool designed to make a tangible improvement in the state’s economic growth,” Wilson concludes, “incentives should be designed to improve the state’s standing within someone’s concept of a favorable business climate.”

In other words, if a state can create the impression that it appreciates smokestacks, it might not need to spend much effort actually chasing them. That sounds a little cheaper than what many states are doing. (SOURCE: STATE BUSINESS INCENTIVES AND ECONOMIC GROWTH: ARE THEY EFFECTIVE? A REVIEW OF THE LITERATURE by Roger Wilson, Council of State Governments, as reported in GOVERNING, Vol. 3, No. 5, February 1990.)

Land values level off

Rural appraisers expect land values to continue rising but at a slower pace. According to the Drovers Journal, values are expected to average 3.5 percent higher in August 1990 than a year earlier. This is about half the increase they estimated for the period August 1986-1989.

Lab brings automated learning to rural areas

Bringing students to the classroom and assembling enough students who have the same instructional needs for cost-effective instruction has always been a concern in rural areas. A unique response in an eight-county area of the Mississippi Delta is the Automated Learning laboratory. The 28-foot long motor coach houses eight student work stations equipped with microcomputers. It can be moved from one rural community to another, making it more convenient for students and reducing overall transportation costs.

The laboratory is provided by Entergy Corporation and Mississippi Power and Light Company in cooperation with Mississippi Delta Community College (MDCC). It is used to teach basic literacy skills and offer vocational instruction to industry employees in the eight counties. The Laboratory will also provide special training for potential employees of industries or businesses that plan to expand into the area, and can be used to assist adults seeking their high school equivalency certificates.

One of the lab’s unique characteristics is that its computer system will permit simultaneous instruction for up to eight different subjects. At any one time, one terminal might be in use for a literacy lesson, others might be in use for high school level remedial math, or English.

CAPSULES is published periodically by the South Rural Development Center as an information service for educators, researchers, local officials, and private citizens interested in improving the quality of life in the Southern rural communities and rural areas of the South.

The Southern Regional Rural Development Center is one of four regional rural development centers in the nation. It has offices specifically on rural problems of the South. The Center is headquartered at Mississippi State University and provides support staff to the extension service and experiment stations of 29 land-grant universities in Southern states, Puerto Rico, and the Virgin Islands.

H. Doro Broderick, Director
Jacquie Tisdale, Associate Director
Sandy Marley, Editorial Assistant

Congressional task force offers report

The Congressional Task Force on Women, Minorities, and the Handicapped in Science and Technology has issued its report. Entitled Changing America: A New Face of Science and Engineering, the report outlines actions that should be taken to increase the participation of women and other underrepresented groups in the technical workforce.

If the U.S. is to avoid a shortage of technically trained workers, the task force urges immediate action to encourage more women, members of minority groups and handicapped persons to become scientists and engineers. The report lists specific strategies to help this group gain entry for technical careers.

basic business or communications skills, and still others might be in use for word processing training or for various classes included in a General Education Development (GED) test preparation program. This flexibility eliminates the need to find eight students who need the same type and level of instruction in order to fully utilize the laboratory and its staff.

These characteristics also make the mobile lab an ideal means of addressing the educational needs of rural areas. "This lab will have an immediate impact on local industries, businesses and communities and will allow us to more adequately serve these areas, on-site, with everything from basic literacy training to high tech technology training," according to Dr. David Powel, president of Mississippi Delta Community College.

In addition to its educational potential, the laboratory will offer a special bonus to business and industry. An onboard computer model will allow access to data from NASA computers through MDCC's Industrial Applications Center and its Automation and Robotic Applications Center.

Math/Science ed linked to South's economy

The most important challenge to the Southern economy today is the improvement of primary and secondary math and science education. This is according to John Atkin, president of the Arkansas Science and Technology Authority in Little Rock, Arkansas. Atkin discussed his contention in an article, "Improving Math and Science Education," appearing in the December 1989 issue of REGIONAL FORUM, a publication of the Southern Technology Council. The following is taken from that article.

The opportunity presented in meeting the challenge of improving math and science education is national leadership and prosperity; the risk in not meeting the challenge is a future shackled to the past.

Science teachers are on the front line of modern economic development and are likely to be the first science role model for primary school students. Even at the high school level, a majority of students say teachers play a critical role in developing, increasing and maintaining student interest in science and science-related careers, according to a recent study.

While teachers have the responsibility to equip students with basic math and science skills they are not well paid, nor do they usually have access to the kind of equipment and supplies needed.

Another observation of the problem is from the perspective of the large corporation. Among CEOs from technology-oriented companies, the discussion often turns to the topic of science and engineering manpower and the emerging imbalance of skilled workers between the United States and our foreign competitors. These executives are concerned about the source of the next generation of scientists, engineers and skilled technicians.

Perhaps Kevin Egan of the Carnegie Corporation best summarized it in a presentation made to the Triangle Coalition. She said three factors were potentially fatal to the U.S. economy.

The first is the restructuring of the world economy, which is driven by technological development of unprecedented speed. Advances in communication and transportation technologies allow information, capital, raw materials and finished products to be quickly and efficiently moved from place to place virtually anywhere on the globe. The U.S. has not kept pace in adopting new technology.

The second factor is the changing demographic composition of the workforce. This country needs more scientists, engineers and skilled technologists to compete in the restructured world economy. Traditionally, this need has been filled by white males, but the proportion of white males is decreasing. In 1986 about 27 percent of scientists were women and two percent were black; in engineering, about five percent were women and one percent were black. More women and minorities need to be brought into science, engineering and technology.

The third factor is an inert educational system unable to fill the nation's manpower needs.

The two primary weaknesses are insufficient incentives for math and science teachers to stay in the profession and inadequate math and science curriculums with clear relevance to the modern world. While 80 percent of third graders have an interest in science, only seven percent go on to receive science or engineering, bachelor's degrees, and only 0.4 percent receive science or engineering doctorates.

Addressing these issues is essential for the nation, and improving education provides new opportunities for national leadership and economic growth for the South.


Ag Experiment Station directory available

A limited number of copies of the "Directory of Professional Workers in State Agricultural Experiment Stations and Other Cooperating State Institutions" are available. It was compiled by USDA's Cooperative State Research Service. For a copy, send a self-addressed mailing label to Mrs. Ferrie Tober, CSR, USDA, Room 328, Aerospace Building, Washington, DC 20250-2200, (202) 447-8268.

Older population growth expected to continue

The older population, persons 65 years or older, numbered 29.8 million in 1987. They represented 12.3 percent of the U.S. population or about one of every eight Americans. The number of older Americans increased by 4.3 million or 17 percent since 1980, compared to an increase of 6 percent for the under 65 population. The older population is expected to continue to grow in the future. This growth will occur somewhat during the 1990s because of the relatively small number of babies born during the Great Depression of the 1930s. The most rapid increase is expected between the years 2010 and 2030 when the baby boom generation reaches 65.

By 2030 there will be 66 million older persons, two and a half times their number in 1980. If current fertility and immigration levels remain stable, the only age group to experience significant growth in the next century will be those past age 55.

By the year 2000, persons 65 plus are expected to represent 13.0 percent of the population, and this percentage may climb to 21.8 percent by 2030.

(SOURCE: A PROFILE OF OLDER AMERICANS: 1988 prepared by the Program Resources Department, American Association of Retired Persons (AARP) and the Administration on Aging (AOA). U.S. Department of Health and Human Services based on information researched and compiled by Donald G. Fowles, AOA.)

Number of Persons 65 or Older: 1900 to 2030 (in millions)

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<td>17.8</td>
<td>18.6</td>
<td>19.4</td>
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Note: Increments in years on horizontal scale are uneven. Based on data from U.S. Bureau of the Census.
Temporary poverty affects rural population

Poverty touched a third of the rural, or nonmetro, population in a recent 12-month period. This is according to Robert A. Hoppe, an economist in the Agriculture and Rural Economy Division of the USDA Economic Research Service. Hoppe reports from the findings of a new survey, Survey of Income and Program Participation (SIPP) conducted by USDAERS and the Bureau of the Census.

For some, poverty was a fleeting condition in the survey period, 1983-1984; for others it hung on for months. The duration of poverty is important not only to the individuals involved, but it has implications for the welfare system in nonmetro areas.

In general terms, a family is considered poor if its income is inadequate to meet basic needs over a period of time: one year in the official poverty statistics. In reality, people suffer inadequate income for periods shorter or longer than a year.

For some, a few months of poverty may not be a severe problem. Poverty for a month or two may impose a real hardship, however, on people who normally are not far above the poverty level and find saving or borrowing difficult. Nearly 90 percent of people entering a poverty spell have annual incomes less than or just equal to the national median.

Proportionately more nonmetro people experienced some months of poverty than metro residents. About a third of nonmetro people were in poverty at least one month during the year studied, compared with a fourth of the metro population. The percentages of people experiencing one, two or three months of poverty, however, differed between metro and nonmetro areas by only a half a percentage point or less. Beginning with four months of poverty, differences tended to be more substantial with nearly nine percent of the nonmetro population poor all 12 months, compared with only seven percent metro. People with 4-11 and, to a lesser extent, people with 12 months of poverty were heavily concentrated in nonmetro areas. Although

On videotape

The Soil Conservation Service (SCS) has produced an hour-long "how-to" videotape entitled CONSERVATION ON YOUR OWN. The tape will provide assistance with conservation compliance plans and soil conservation problems.

The tape is divided into segments that tell:
- how to measure and manage crop residue;
- how to lay out contour buffer strips;
- how to lay out wind strips;
- how to control small gullies with grass;
- how to plant and maintain a field windbreak;
- how to keep terraces working; and
- points to consider in contour stripcropping.

Each SCS office in the South should have a copy available for loan. The tape is also available for $7.50 from the National Association of Conservation Districts, Box 855, League City, TX 77574.

Minorities underrepresented in elective offices

Despite decades of effort aimed at creating a more diverse group of officeholders, only 2 percent of those serving in elective office in local governments are black, only 1.1 percent are Hispanic and only 20 percent are women. Thus these groups are greatly underrepresented, compared with their proportion in the population, which is 12 percent for blacks, 7 percent for Hispanics and 53 percent for women. Native Americans, with 0.4 percent, are also underrepresented.

These findings, and more, are contained in the new Census of Population: Elected Officials which is taken every 10 years by the U.S. Census Bureau. The current survey, covering 1987, is the third ever done but the first that included the demographic characteristics of local elected officials. It does not include demographic data for state government officials, however.

Overall, the survey found nearly half a million state and local elected officials across the country.


Characteristics of Local Elected Officials, 1987

<table>
<thead>
<tr>
<th></th>
<th>White</th>
<th>Black</th>
<th>Hispanic</th>
<th>Native American</th>
<th>Asian</th>
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<tr>
<td>U.S. Total</td>
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<td>8,267</td>
<td>4,704</td>
<td>1,710</td>
<td>348</td>
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<tr>
<td>County</td>
<td>53,709</td>
<td>1,507</td>
<td>832</td>
<td>44</td>
<td>55</td>
</tr>
<tr>
<td>Municipal</td>
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<td>4,151</td>
<td>1,277</td>
<td>856</td>
<td>94</td>
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<tr>
<td>Township</td>
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<td>379</td>
<td>200</td>
<td>68</td>
<td>9</td>
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<tr>
<td>School District</td>
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<td>1,843</td>
<td>1,416</td>
<td>488</td>
<td>91</td>
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<td>Special District</td>
<td>55,344</td>
<td>367</td>
<td>660</td>
<td>154</td>
<td>99</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau
On Schedule

TRAINING AND JOBS: KEYS TO RURAL ECONOMIC DEVELOPMENT, April 5-6, Huntsville, Alabama. This regional conference an opportunity for community leaders to hear from leaders of industry, education and economic development agencies regarding problems and opportunities in workforce training and development. Alternative policies and strategies for enhancing state and local economic development will be discussed. For additional information contact Gene Brothers, CRO Specialist, Alabama A&M University, Box 122, Normal, AL 35762, (205) 851-5710.

MINISTERING TO TROUBLED FAMILIES IV: BUILDING HUMAN CAPITAL, April 24, Memphis, Tennessee. This is the fourth tri-state ministerial conference sponsored by the 1890 and 1862 universities in Arkansas, Mississippi and Tennessee, the Southern Rural Development Center and the Farm Foundation. It is designed for bi-vocational ministers and lay church leaders of rural churches. For registration information contact Southern Rural Development Center, Box 5446, Mississippi State, MS 39762, (601) 325-3207.

COMMUNITY STRATEGIES FOR TOMORROW'S LOCAL INFRASTRUCTURE, May 1-3, Birmingham, Alabama. The SRDC task force, Alternatives for Financing Infrastructure Development in Rural Communities in the South, planned this conference for state and local decision makers, interested citizens, sub-state planning councils, municipal leagues, state and area extension personnel and other professionals interested in local finance. Increased awareness and understanding of innovative local financing issues in specific communities is an anticipated outcome. For registration information contact the Southern Rural Development Center, Box 5446, Mississippi State, MS 39762, (601) 325-3207.

Lack of insurance threat to region's economy

The lack of available health insurance to cover the needs of both the working poor and employees of small businesses - especially those who live and work in the South's rural areas - threatens to undermine the region's economic well-being, according to a new study from the Southern Growth Policies Board (SGPB).

Twenty-one percent of all Southerners under the age 65 have no form of health coverage. If this shortcoming is left unaddressed, the report says, the South will have increased difficulty in recruiting new industry (which subsidizes the uninsured through higher premiums and taxes); encouraging the development of small businesses (which are hard to serve by insurers); and attracting skilled workers.

Entitled "A New Rural Economic Development Strategy: Health Insurance for the Working Poor," the study profiles innovative programs which states and localities around the country have initiated to fill the gaps in health insurance coverage. However, only a few of these experiments have been carried out in rural settings.

Some of these projects represent "second generation" strategies which build upon private sector efforts to reach small group markets.

The report explores four broad options which policymakers can adopt to assist the working poor and small uninsured businesses, especially those in rural settings.

- First, states can develop regulatory approaches aimed at spreading the costs of health coverage across a broad base of small businesses.
- Second, states can support alternative private sector insurance programs whereby hospitals and doctors trade off deep discounts for certainty of payment.
- Third, states can establish and operate their own insurance programs for uninsured small businesses in rural areas.
- Fourth, a tax-deductible state assessment on health insurance companies can also support a high-risk pool for individual employees with chronic conditions.

Though brief, the record to date indicates that small businesses are eager to join these continued on page 2

SRDC conducts survey of workers in alternative ag

SRDC is currently conducting a survey to identify individuals working on alternative or non-traditional agricultural commodities in the region. The information collected will be published in a directory for use by anyone interested in a particular commodity.

Survey forms are being sent to Southern Region members of several professional associations and to directors of Extension Services and Experiment Stations in each state. Everyone submitting an entry will receive a copy of the directory.

If you have not received a copy of the form by mid-May and would like to be included, call SRDC at 601-325-3207, and we will gladly mail you one. Completed forms must be returned by June 15.

RELATING RURAL DEVELOPMENT TO YOUR COMMUNITY
Safety reminder to protect farm/rural kids

Each spring, the National Safety Council reminds farmers and rural residents that farming still has the "most dangerous occupation" tag associated with it. Unfortunately due to the nature of the business, it isn't likely that injuries will ever be completely eliminated. However, safety reminders might contribute to reducing injuries and accidents.

Special emphasis on safety is needed when children are present. Since farm kids live at the workplace, they are subjected to workplace hazards—something they don't share with urban cousins. Therefore children must especially be guided and protected around farms and in rural areas. Some reminders include:

- Don't allow children to ride on farm equipment.
- Remove ignition keys from motorized equipment.

Lack of insurance

continued from page 1

experimental programs. According to the report's author, Beth Kibbreh, associate director of the Human Services Development Institute in Portland, Maine, this new participation on the part of small firms has the further positive impact of injecting new, private dollars into the local health care system.

Finally, the report says that state policymakers need to recognize that poor health in rural areas is in large part a by-product of poverty and, in some cases, the lingering effects of racism. A discussion of state strategies to increase health insurance coverage should include possible ways to increase coordination and cooperation among state agencies dealing with health, education, and poverty.

SOURCE: Southern Growth Policies Board, Box 12293, Research Triangle Park, NC 27709, (919) 941-5145.

Spring means its cleaning (out) time

“Where can we store it?” More and more often, that question is being asked at the Southern Center. In an attempt to find a place to “store it”, we’re clearing out our publications published before 1989.

There’s another reason for this clean-out. Educational materials are of little use sitting on the shelf at SRDC. These materials can be a valuable addition to your reference base.

If you can use any of the following publications, please order by number and title. Copies are limited.

<table>
<thead>
<tr>
<th>Publication Number</th>
<th>Title</th>
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<tbody>
<tr>
<td>106</td>
<td>Southern Agriculture in a World Economy Trade Packet</td>
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<tr>
<td>105</td>
<td>Alternative Enterprises for Farmers: A Case Study of the Muscadine</td>
</tr>
<tr>
<td>104</td>
<td>Agriculture and Rural Development Issues in the South (SNREC Proceedings)</td>
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<tr>
<td>103</td>
<td>Responding to the Crisis in the Rural South: Highlights of Selected Public and Private Sector Initiatives - Proceedings of a Regional Conference</td>
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<tr>
<td>102</td>
<td>Rural Transportation Interest Sharing Network: A Directory of Assistance Programs</td>
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<tr>
<td>101</td>
<td>Risk and Natural Resources (SNREC Proceedings)</td>
</tr>
<tr>
<td>97</td>
<td>National Rural Entrepreneurship Symposium Proceedings</td>
</tr>
<tr>
<td>95</td>
<td>Development of Alternative Beef Production Systems for the Southeast Using Cotton and Poultry Industry Wastes</td>
</tr>
<tr>
<td>93</td>
<td>Forest Management and Use of Mangrove Agricultural Land in the Southern Region - Proceedings of a Regional Workshop</td>
</tr>
<tr>
<td>92</td>
<td>Interaction for Progress - Proceedings of a Regional Conference</td>
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<tr>
<td>89</td>
<td>Managing Exhustible Resources (SNREC Proceedings)</td>
</tr>
<tr>
<td>86</td>
<td>The Food Security Act of 1985 - Impact for Extension Farm Management, Marketing and Policy Programs in the South</td>
</tr>
</tbody>
</table>

CAPSULES is published periodically by the Southern Rural Development Center as an information service for educators, researchers, local officials and private citizens interested in improving the quality of life in the rural communities and rural areas of the South.

The Southern Rural Development Center is one of the regional rural development centers in the nation and focuses specifically on rural problems of the Southern region. The Center is located at Mississippi State University and provides staff to the extension service and experiment stations of 20 land-grant universities in 13 Southern states, Puerto Rico and the Virgin Islands.

H. Doss Brodax, Director
Jacque Tindale, Research Assistant
Sandy Manley, Editorial Assistant

Non-Market Valuations: Current Status, Future Directions
65 Southern Rural Development Research in the Land-Grant System Since 1970
66 Emerging Issues in Water Management and Policy (SNREC Proceedings)
57 Regulatory Reform Impact in Rural Banking and Credit
54 Proceedings of Public Use Sample and Rural Labor Markets Conference
53 A Survey of Use-Value Assessment Laws in the South
47 How to Select and Use Computers in Local Government (Training Note)
Stages listed for publication development

In the spring issue of Journal of Extension, Peggy Risdien offers a model for developing Extension publications. The model could be used in developing other publications and papers as well. Risdien is Extension Agent in the State 4-H office at Virginia Polytechnic Institute and State University, Blacksburg. Her article, “Writing to Teach” is reproduced here.

Extension has been plagued by the fact that many citizens avoid Extension publications because they're hard to read and use. Learning theory suggests a way to develop more effective written materials. Extension staff can benefit from understanding how learning theory can be applied in developing Extension publications.

Below is a six-stage model for developing the text of a publication. Within each stage are critical questions that apply learning theory in the text development process. The stages are similar to the steps used in instructional design models because effective educational text requires a similar planning strategy to communicate the desired educational ideas. The model's stages serve as a time frame, while the questions serve as a guide to implementing the theories.

Stage 1: Clarifying the Purpose

What's the purpose of the publication? What's the central topic to be conveyed? What are the major and supporting concepts?

Stage 2: Creating Relevance

How much do the intended clients know? How can the new information relate to them? What's important about this new information?

Stage 3: Developing Coherent Structure

Are the concepts arranged in a consistent order?

Fed pamphlet explains Electronic Funds Transfer

In an effort to help consumers, educators and others better understand how payments are increasingly made through electronic transfer of funds, the Atlanta Fed has published Electronic Funds Transfer: Making Payments Simpler. The eight-page brochure outlines various ways consumers and businesses can make use of electronic funds transfers, including direct deposit, preauthorized bill payment and point-of-sale debit systems. It also explains the Fed's role as well as that of private sector participants in Electronic Funds Transfer networks. The pamphlet also explores future directions in electronic payments.

Up to 50 copies may be ordered free. Additional copies are available for $1.15 each (Educators are exempt). Order from the Public Information Department, Federal Reserve Bank of Atlanta, 104 Marietta Street, NW, Atlanta, GA 30303-2713, (404) 521-8788.

SRDC forms task force to study rural health

At their annual meeting in October, the SRDC Board of Directors recommended a task force be formed to address rural health issues in the South. Research and Extension members have been selected from throughout the region. The initial meeting of the task force will be June 5-6 at the Center. Members of the newly formed committee are:

- Jeff Alwage
  Virginia Polytechnic Institute and State University
- Gerald A. Doeksen
  Oklahoma State University
- Frank L. Farmer
  University of Arkansas
- Doris E. Dinkins Ford
  Auburn University
- Barbara K. Garland
  North Carolina State University
- Linda H. Godley
  Alcorn State University
- Gladys Lyles
  Tuskegee University
- William A. McIntosh
  Texas A&M University
- Michael K. Miller
  University of Florida
- Margaret Moore
  Louisiana State University
- Richard Rethmeier
  University of Georgia
CFCs - What are they? Where are they from?

Since March marked the 20th anniversary of Earth Day, a lot has been written recently about global warming. "Greenhouse gases" are often cited as villains. The following article explains just what these gases are, and where they are.

The "greenhouse gases" got their name from the "greenhouse effect" created when they accumulate in large amounts. They act like the glass panes of a greenhouse, preventing heat from escaping from the earth's atmosphere.

The gases are the most potent product of human activity. These gases include carbon dioxide, chlorofluorocarbons, halon, methane and nitrous oxide and are created through the combustion of fossil fuels in automobile engines and in manufacturing, from refrigeration and air conditioner use, and from the disposal of solid and liquid waste.

The most significant contributor to the greenhouse effect is carbon dioxide, normally a harmless and colorless gas that is not considered a pollutant. When it reaches the earth's upper atmosphere, however, it accounts for about half of the greenhouse effect. Carbon dioxide is one of the byproducts of the combustion of fossil fuels-coal, oil and natural gas. The biggest users of those fuels are cars, factories, electric utilities and homes.

Next on the list is a group of synthetic gases called chlorofluorocarbons. CFCs are used as coolants in refrigerators and air conditioners, and in the production of some plastic packaging material. In addition to being greenhouse gases, CFCs also contribute to the breakdown of the ozone layer, which filters out deadly ultraviolet radiation, when they reach the atmosphere. For that reason, CFCs were banned as the propellant ingredient in aerosol sprays in the United States in the mid-1970s.

Another synthetic gas, halon, often used in fire extinguishers because of its ability to smother electrical fires, has a similar effect.

The other greenhouse gases include methane, a naturally occurring gas associated with the microbes present in cattle and rice fields and nitrous oxide, which is produced by fossil fuel combustion and is released by nitrogen fertilizers.

**Source:** Governing, a publication of Congressional Quarterly Inc., Vol. 3, No. 7.

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**CONTRIBUTIONS TO THE GREENHOUSE EFFECT, 1980s**

- **NitrOxide (N,0):** 6%
- **Carbon Dioxide (CO2):** 14%
- **Chlorofluorocarbons (CFCs):** 14%
- **Methane (CH4):** 17%
- **Electric Utilities:** 33%
- **Buildings:** 12%
- **Transportation:** 24%

**U.S. SOURCES OF CARBON DIOXIDE**

Marketing in Small and Rural Hospitals from the American Hospital Association identifies effective marketing strategies for small and rural hospitals and stresses that strategies of large hospitals cannot necessarily be scaled down for use in the small and rural hospital. It includes budgeting tactics, promotional campaigns and communication techniques. Order at BS-136/105 for $35 ($25 members) from American Hospital Association, Box 99376, Chicago, IL 60693, 1-800-242-2928.

**Assisting Rural Economies** is the first of four reports on the state role in rural economic development that Council of State Community Affairs Agencies will produce. This study of the role of the state Community Development Block Grant Program was funded by the Ford Foundation and the Aspen Institute. Copies are available from CSGCA, 444 North Capitol Street, Suite 251, Washington, D.C. 20001.

**A Hard Look at USDA's Rural Development Programs** is the result of the USDA's Rural Revitalization Task Force looking at that agency's approach to rural development. The findings and recommendations are included. Copies are available from Bob Loyan, USDA, 3655 South Building, Washington, D.C. 20250-0900, (202) 427-2805.

**USA 88-89: Low-Input Sustainable Agriculture Research and Education Projects Funded** in 1988 and 1989 lists projects funded in each region with a brief description. Progress reports of some of projects underway for more than a year are also included. Copies are available from Cooperative State Research Service. Offices of Special Projects and Program Systems, USDA, Room 342 Aerospace Building, Washington, D.C. 20250-2200.

**Marketing in Small and Rural Hospitals** from the American Hospital Association identifies effective marketing strategies for small and rural hospitals and stresses that strategies of large hospitals cannot necessarily be scaled down for use in the small and rural hospital. It includes budgeting tactics, promotional campaigns and communication techniques. Order at BS-136/105 for $35 ($25 members) from American Hospital Association, Box 99376, Chicago, IL 60693, 1-800-242-2928.

**Publications List** contains a combined listing of the publications available from each of the four regional rural development centers. Copies are available from Southern Rural Development Center, Box 5446, Mississippi State, MS 39762, (601) 325-3307.

**The Role of Agriculture in the Social and Economic Development of the Lower Mississippi River Delta Region** is the proceedings of a regional conference sponsored by Lower Mississippi Delta Development Commission and coordinated by Southern Rural Development Center and North Central Regional Center for Rural Development. The proceedings contain concrete and practical recommendations for improving the welfare of the people in the region, focusing specifically upon the role of agriculture. Available from Southern Rural Development Center, Box 5446, Mississippi State, MS 39762, (601) 325-3307.

**Social Science Research-Serving Rural America** was published for the Experiment Station Committee on Organization and Policy by the Wisconsin Agricultural Experiment Station, College of Agricultural and Life Sciences. Topics include farming, business and industry, communities, government, education and families. Copies are available from Gene F. Bumsters, Department of Rural Sociology, College of Agricultural Life Sciences, University of Wisconsin, Madison, WI 53706-1562.

**Tourism: How Seasonal Is It?** Prescription for Tourism Sector Blindness: Six Ways to Exchange Scenery in Rural Areas: and Using Photographs in Travel Marketing Activities are four new publications on tourism available from Tennessee Valley Authority. For copies contact Gale Trust, Tennessee Valley Authority, 2C 41 Old City Hall, 601 West Summit Hill Drive, Knoxville, TN 37902-1498, (815) 652-7410.
On Film

Three films have been produced for the safety and information of seniors citizens.

Prevention of Accidents at Home (23 minutes) stresses the importance of being aware of the hazards that lurk in a typical home.

Defensive Against Theft and Attack (20 minutes) suggests over 50 precautions that seniors, usually more visible and more apt to be victims, should take to enhance their personal safety.

Defensive Against Fraud (18 minutes) points out that deals that look "too good to be true" are usually fraudulent. The U.S. Committee on Aging reports that there are over 800 various types of buso schemes being played in the field.

The three films can be purchased individually or as a set in 16mm or 1/2" video. Available from Handel Film Corporation, 8730 Sunset Blvd. Los Angeles, CA 90069, (213) 657-8990.

Delta Commission submits final report

The Lower Mississippi Delta Development Commission (LMMDC) presented its final report to the House Banking and Public Works Committee on May 16. The Commission's study included 219 counties and parishes in Illinois, Missouri, Kentucky, Tennessee, Arkansas, Mississippi and Louisiana, the poorest region in the United States.

The chairman of the Commission, Governor Bill Clinton of Arkansas, said that the Commission's "how-to economic development plan" has unique in that it takes a comprehensive approach to economic development, not seeing social issues or environmental concerns as separate, but as important parts of the total picture.

The 160 page report entitled Realizing the Dream, Fulfilling the Potential is divided into four sections: Human Capital Development, Natural and Physical Assets, Private Enterprise and Environment, Community Development, which is a subsection of Human Capital, lists six issues for action: local strategic planning, volunteer initiatives and community capacity building; philanthropic giving; race relations; community substance abuse; transportation services; and inter-agency cooperation between public welfare agencies.

Other recommendations included:

- Local governments should seek non-government funds for development of public water systems.
- Congress and the President should increase funding to planning and development districts in the Delta to better assist local and county parish governments in planning their infrastructure development.
- Institutions of higher education should seek endowed chairs in international competitiveness policy, develop and strengthen courses continued on page 3

Preparing area youth for success, PAYS

Isn't it amazing how bright and innovative ideas are born while one is relaxing or participating in one's favorite sport? Such was the case of Jamie Ledbetter, director of the Concho Valley Private Industry Council, San Angelo, Texas, and Dick Ritman, area school principal, while quail hunting. Ledbetter told Ritman: "I want to give you $1,000,000. What do you want to do with it?" Ritman's answer: "Start a new school for dropouts."

The new school for dropouts called PAYS (Preparing Area Youth for Success) is now in its second year, and in late March became one of six organizations to receive the President's continued on page 2

RELATING RURAL DEVELOPMENT TO YOUR COMMUNITY
Meeting practices waste time and money

A Florida Department of Transportation study of its employees and their meeting practices found that employees spend an average of seven hours per week in meetings, with some personnel, usually upper-level management, spending as many as 35 hours per week in meetings. That means that more than $5.5 million of their budget is spent yearly on meeting time alone.

The study found that time in meetings is often wasted, many meetings are unnecessary, and many minutes of meetings are not noted down. Perhaps the greatest finding of the study was that over a three-year period, more than $5.5 million could be saved by reducing the frequency of meetings, reducing the number of attendees, and following certain guidelines when conducting meetings.

After the study, managers were urged to keep in mind that holding a meeting may not be necessary, since a group meeting is not always the best method of communication. Other methods should be considered first, such as person-to-person talks, memos, or letters. Informal notes, conference calls, a bulletin board, videoconferences or combinations of these. The presentation of information is what will make or break a meeting. The information should be easy to understand and retain and should be available for quick distribution before or during the meeting. Effective presentations require considerable forethought and preparation. Key points of information should be displayed on a screen or flipchart.

To ensure productive meetings, there are general rules that should be followed:

• Prepare a detailed agenda, giving topics in order of priority, and each item of information.
• Begin and end the meeting on time.
• Circulate the agenda before the meeting and maintain order.
• Guide the group toward collective action.
• Focus on decisions, not on matters of little importance to be discussed
• Stop time to time to summarize what has been done.
• End the discussion, don't allow topics to go off on tangents.
• Don't cram the meeting by trying to cover too much in the available time.
• Don't adjourn without a closure.


Commission

In international studies and foreign policy, sponsors invest billions of dollars in programs to prepare traditional curricula offerings, and establish outreach programs for local businesses regarding international cultures and transportation.

Of the 400 recommendations, 197 relate to state, 87 concern institutions of higher education, and 23 refer to local governments.

The concluding recommendations of the Commission are:

• The status of the Data region should immediately establish and fund an internal organization to see to it that the recommendations found in its final report are addressed.
• Congress should immediately address the issue of an appropriate entity to manage the progress of the plan, to ensure the successful implementation of the 10-year plan.

The Commission was created by federal legislation in October 1988 with a $3 million budget. The first report last 78 near members and five research associates. The report is available from LOMC, 7777 Walnut Grove Road, Memphis, TN 38119, (901) 753-1400.
Importance of microenterprises overlooked

Microenterprise, self-employment endeavors, and informal income-generating activities are important to the well being of many Southerners. This importance of small businesses to the economy has been well documented in the past decade. The definition of a “small” business often includes enterprises with as many as 100 or even 500 employees. The economic contributions of self-employment and micro enterprises employing less than five persons are often overlooked, perhaps partly because they are less visible. Yet, self-employment and microenterprise activities have become important, particularly to those who have few job options due to lack of formal education or training and those who live in areas where there are few formal job opportunities. In these situations, people turn to microenterprise activities out of economic necessity. Despite the relatively small amounts of capital needed to start many microenterprises, difficulties in obtaining capital are often a significant barrier to starting or expanding a business. Loans for microenterprise activities are not attractive to the banking community for two primary reasons: 1) loan transaction costs are high relative to the interest and fees received from a very small loan, and 2) the risk for many microenterprise loans is higher than conventional lenders can assume. Therefore, savings are the largest source of start-up capital as the chart illustrates. The resulting reliance on personal resources and investments from family and friends for start-up capital can severely limit business opportunities, especially for those who have traditionally accumulated less capital: women, minorities, and the disadvantaged.

Although a variety of technical assistance and financing programs have been established in the past several years, few are able to cover operating costs with earned income. The challenge is to create a program which is both effective and self-supporting. Policymakers need to recognize that all small businesses are not alike. Indeed, microenterprises may play a different role in the economy including the provision of economic opportunities for places and people with few other options. Microenterprises in turn may have different needs than operators of larger and/or more formal businesses. Recognizing and responding to these differences within the context of existing state business development and assistance efforts will go a long way towards meeting the needs of microenterprises.

The microenterprise sector in the Southern economy warrants a closer look because of the following reasons:

- Small businesses are more likely than larger businesses to hire and spend money locally;
- Microenterprise activities can help create an entrepreneurial culture—people are more likely to start enterprises if they have neighbors or family members as role models;
- Creating local business ownership can have positive impacts on a community by giving residents more of a stake in their community and its future;
- Small enterprises tend to employ less skilled and/or experienced workers and can provide training and experience to the labor force;
- Assistance to the microenterprise sector may help decrease unemployment and poverty; and
- States currently miss out on millions of dollars in income taxes from legitimate businesses operating in an “underground” economy.


Emerging leaders easy to identify

Every small group will produce emerging leaders who haven’t assumed control of the group—but soon can. To identify the emerging leader, look for people who:

- Tend to speak more than others in the group and come up with more new ideas.
- Try to organize the group by giving it structure, setting its agenda and suggesting tasks.
- Create a climate that makes members want to stay in the group, even if they’re not always happy with group actions.
- Act as gatekeepers for controlling talk and information flow. Example: In one-third of a group of judges studied, the first person who spoke, who tried to organize things, and who held a central view was elected to head the jury.

To be more persuasive, align yourself with an emerging leader—or become one yourself.

Recycling provides jobs for handicapped

RECYCLING! How do we accomplish this monumental task in a cost effective manner?
This is the question facing many city administrators today. Imagine, if you will, a program that saves energy, helps reduce valuous resources, helps prevent litter, decreases the need for landfill space and helps provide productive employment for the handicapped and mentally retarded.

You have just envisioned the City of Montgomery's new recycling program.

According to Julie Stewart of the Montgomery Clean City Commission, 1,009 households in four Montgomery neighborhoods now are participating in a newspaper, aluminum and
glass recycling program. The city picks up the separated materials on regular trash collection days for the McMin School Recycling Center. The recycling center is staffed by handicapped and mentally retarded people who help prepare the material for shipment to large recycling centers. The McMin School receives the proceeds which help the school continue education and training programs for the mentally retarded and handicapped.

The Alabama Department of Economic and Community Affairs (ADECA) Science, Technology and Engergy Division has help McMin School continue its recycling programs and showed its continuing support of the program through a $2,280 grant to the center last year.

A similar recycling program operated by McMin School is underway in 20 other Montgomery neighborhoods. Ms. Stewart said the city is considering handling the collection in those neighborhoods and possibly expanding city-wide on a gradual basis.

"About 47 percent of the households in the four neighborhoods are participating in the program," Ms. Stewart said. "If the city decides to expand the program, it will be gradual after we figure out the costs involved with crews and trucks for collection."

"We would be following in the footsteps of the McMin School operation. The city benefits through the recycling program opening up landfill space that newspaper, aluminum and glass would have taken up. The city also is looking for markets that accept plastic and tin for recycling," she said.

City recycling programs are under way in other Alabama cities including Huntsville and Florence. Autauga County also is conducting a recycling program in three neighborhoods with collected items being taken to Smith Recycling Center in Prattville, a branch of McMin School's recycling operation. For additional information, contact Mike Forster at ADECA, (205) 284-8485.

Plan carefully for jokes

You have a talk to give and want to inject some humor into it. Before you add a joke consider these suggestions for telling a joke:

- Start by picking a good joke. Ask yourself if the audience will interpret it correctly and if it's the kind of joke your listeners want to hear. Keep in mind that the humor has to be designed to help get your message across.
- Make sure you have faith in the joke. You must believe that it's funny and be able to deliver it with a clear conscience.
- Keep the joke economical. Make it just long enough to set up the punch line—but no longer.
- Keep in mind that the punch line is the reason for telling a joke. Everything you say must lead up to it.

**Names in the news**

JAMES JOHNSON is the new director of the Virginia Cooperative Extension Service, Virginia Polytechnic Institute and State University.

RICHARD W. SCHERMERHORN was named head of the Department of Economic Development, Cooperative Extension Service at the University of Georgia.

BOB WELLJS has been named director of the Agricultural Extension Service at North Carolina State University.

**From NIMBY to YIMBY - For A Price**

In regard to waste disposal, some areas have turned a complete about face from Not In My Back Yard to Yes In My Back Yard—For A Price. The reason: there's money in trash, and for those communities with adequate land space in need of extra income, host fees from a landfill can double the income generated through tax revenues.

Communities willing to host a landfill can virtually write their own ticket with trash disposal companies hard pressed to find adequate space to dump trash. Charles City County, Virginia (population 7,000) is an example. When its new 299-acre landfill is fully operational on a 633-acre site, the county can look forward to receiving a minimum of $1.14 million a year and possibly as much as $2.3 million annually. The county currently has annual tax revenues of $15.

Officials came to the conclusion that they should try to make money on trash, rather than go broke trying to provide trash service for their residents, after the state ordered them to close their existing landfill, which had reached capacity. After examining alternatives, none looked very good. One good thing did come out of the county's early efforts at finding a solution. An operator contacted the county and offered to close the landfill at no cost if he could use it as an example of how well he could handle closures.

"Somewhere-along the line, it dawned on us that there was money in landfilling," said Fred Darden, county administrator. County officials stopped thinking of developing a landfill only for county residents and started thinking about opening it up to others. After advertising for companies interested in operating a landfill that would be used for trash brought in from other areas, the county got an offer continued on page 2.

Rich, poor gaps widen affect rural residents

Data from the Census Bureau show that the income gaps between rich and poor families—and between rich and middle income families—have been widening for nearly two decades. In 1988, the most recent year for which data are available, the income gaps were wider than at any time since the end of World War II.

According to Scott Baranick, a research associate at the Center on Budget and Policy Priorities, the widening gap between wealthy and other Americans has a distinct impact on rural areas. In Baranick's report, "Growing Income Disparities Between Rural and Urban Areas," data show that the majority of rural residents have low or moderate incomes. Only a small fraction have high incomes. As a result, most rural residents are hurt by growing disparities in income. The majority of wealthy families live in urban areas. Therefore, it should not be surprising that the growing income gap between the wealthy and not so wealthy has continued on page 7.
NIMBY to YIMBY-FAP continued from page 1

offer it couldn't refuse. Public hearings were held on the proposal from Chambers Development Company, Inc. The people of Charles City County were willing to say "yes, in my back yard—but for a price."

The price includes:

- A guaranteed minimum of $1.14 million in host benefit fees, a fee that will be a sliding percentage of the tipping fee, based on the landfill's profitability.

- Annual contributions by Chambers to two funds, separate from the host fee: one to protect the Chickahominy River through groundwater monitoring, river water sampling and analysis, and inspections of landfill operations by county-hired engineers. The other fund will enable the county to close, monitor and maintain the landfill in compliance with federal and state regulations should Chambers default.

- Free refuse service for county residents of up to 50 tons per day for the life of the landfill.

- Replacement of shallow wells of residents who live near the landfill with deep ones that reach a rock-protected aquifer.

- Installation of a triple liner system, consisting of a clay composite liner and two 84-mil high density polyethylene liners.

- Backup of the liners with a sophisticated leachate collection system.

- Construction of a road built to state specifications that will lead from the main highway into the landfill area. Once specifications are met, the road will be turned over to the state for future maintenance.

Chambers will also construct three transfer stations in various parts of the county and pay the salaries of all landfill and transfer station employees. The agreement stipulates the county will hire engineers to monitor the landfill to make sure there are no hazardous materials, which are prohibited. The company will pay fees.

The first thing Charles City County plans to do with the new-found money is to upgrade its school system.


Small talk on big issues . . .

June is traditionally a dry month. Just in case you missed your quota of trivs, a few milk facts are given for your information.

- Chocolate milk was introduced in 1919.
- The paper single-serve milk container was patented in 1966.
- Cows have a very acute sense of hearing. They can hear higher pitched and fainter sounds than humans.

CAPSULES: published periodically by the Southern Rural Development Center as an information service for educators, researchers, local officials, and private citizens interested in improving the quality of life in the small communities and rural areas of the South.

The Southern Rural Development Center is one of 10 regional rural development centers in the nation with focuses specifically on rural problems of the Southern region. The Center is located at Mississippi State University and provides support staff to the extension service and experiment stations of 29 land-grant universities in 13 Southern states, Puerto Rico and the Virgin Islands.

M. Doss Brooks: Director
Jacque Tisdale: Editor
Sandy Mackley: Editorial Assistant

Communications technology allows choice

Communications technology now makes it possible to live virtually anywhere and still be in immediate touch with Wall Street and the international marketplace. This technology is allowing many Americans to realize their dream of moving "back to their roots" or starting a new life in a small town—far away from the problems associated with large cities.

In a recent USA Today survey, 39 percent of respondents said they would prefer living in a small town. But until recently, the prospect of earning a living in these communities was a major deterrent.

Now Americans are picking up and taking their business acumen with them. According to futurist Rowan Wakefield, there will be as many as 40 million home-run enterprises by the year 2000. Small towns are ideal places to operate home-based businesses as many in the new work force are discovering. Brokers and salespeople will stay at home to market their products to the world. Entrepreneurs will launch new businesses from their rural or small town homes.

John Naistadt and Patricia Aburdene, authors of Megatrends and Megatrends 2000, predict that between one-third and one-half of the American and Canadian middle class will live outside metropolitan and suburban areas by 2010. They also practice what they see as a future trend. The couple live and work in Telluride, Colorado, a community of about 1,200.

William Safire, columnist for the New York Times also sees a shift away from the big city to the small town existence. He says proximity is losing its power and that "one day Congress will wake up and provide incentives to help rural county governments promote attract groups of core businesses. No billions needed; just a sense of the dispersed, mid-sized urban future and the enthusiasm in the suburbs." He adds in December 1. "Small towns are looking for ways to replace the traditional types of industry: mining, manufacturing and timber," noted Jeffrey H. Schiff, executive director of the National Association of Towns and Townships. "But local governments must be prepared to meet the challenge this type of industry will present with innovative approaches that encourage the entrepreneurial spirit."

Proper zoning regulations to accommodate the home-based business, assistance with market studies, grant and loan programs, and facilitation of new technology infrastructure are just a few of the ways local government officials will become involved when former city dwellers take their talents on the road and settle in small towns.

SOURCE: The Town Order, National Center for Small Communities, Spring 1990.

Planning/development call for papers

A call has been issued for papers to be presented at the Rural Planning and Development: Visions of the 21st Century conference, scheduled for February 13-15, 1991, in Orlando, Florida. The conference will follow the theme "Interpreting the new rural scene in a post-industrial era." Topics include: regional planning/changing rural America, spirit of place/theories of landscape, community viability, bio-regionalism and new era and global economics.

Said to be the first of its kind, the national conference seeks papers from academics, officials, applied professionals and researchers in the social sciences, planning, landscape architecture, architecture, public administration, environmental science and related fields. Proposals for papers or session and/or workshop organization should be submitted in a 50 to 75 word abstract by August 30. Papers will be due December 1.

Interested persons should submit abstracts to Earl Starnes, Department of Urban & Regional Planning, 430 ARCH, University of Florida, Gainesville, FL 32611, (904) 392-3288.
Highway funds bypass most rural roadways

Funds from the Federal-Aid Highway Program are bypassing rural roads for the interstate, adding more woes to the federal transportation program. Residents residing in rural areas drive more miles to get to work, school and stores than their urban counterparts, and they consume more gas and wear out more tires in the process. Each time a driver stops to fill his or her gas tank or replace a set of tires, federal excise taxes are soon on their way to be deposited into the federal Highway Trust Fund (HTF). The HTF has been compared to a checking account maintained by the US Treasury to pay the bills for approved highway work.

The system sounds neat and tidy until a quick glance at the statistics reveals that, of the 3.2 million miles of rural roads in the nation, only about 20 percent are eligible for HTF financing. HTF money is only spent on those secondary or feeder roads that connect with the interstate system or state-owned roads. User fees are disproportionately high on those who have to haul grain farther to terminals; haul livestock to stockyards; and those who have to travel farther to get repairs and meet daily needs because small town businesses are closing their doors. Nearly half of the HTF dollars collected from federal excise taxes, which amount to 9.1 cents per gallon for gasoline, 3 cents per gallon for gasohol and 15.1 cents per gallon for diesel fuel, have gone to construction of the Interstate Highway System or to resurface, restore and reconstruct the interstate. Other monies were spent on primary and secondary road, bridge and safety programs.

However, of the 2,343 counties in the United States with populations less than 50,000, only 715 are even touched by the interstate system. The remaining small counties, 1,663 of them, have no access whatsoever to an interstate. "Rural people, who pay more per capita into the Highway Trust Fund than folks in urban areas, find themselves isolated from commerce and economic development opportunities by the very system they finance," said Jeffrey H. Schiff, executive director of NATAxT. "Small towns, Schaff added, "could be paying for their own demise."

During recent years, a surplus estimated at $11 billion has been piling up in the HTF that Congress has been reluctant to spend. Congress and the administration agreed to slow down highway spending and to use the trust funds to offset the federal deficit. The delay in spending the $11 billion trust fund has directly affected many local governments. Nearly one-half of the funds being held up are from the primary and secondary road categories and from the bridge category, all of which are important to local governments.

What can be done to rectify the disparity, and to solve the many problems of the transportation program? Looking ahead to major legislative action next year on the nation's highway programs, a report prepared for the Committee on Priority Roads (CPR) calls for a new program designed to provide federal funds for key local roads and bridges. The Committee is a coalition of business, agricultural and local government interests organized by the National Association of Town and Townships. It recommends that the federal effort be modeled on the Pennsylvania Agri-Access Network. Under that program, the state works with local leaders to identify major agricultural activity areas, the basic road network needed to serve those areas and obstacles to the efficient movement of supplies and products on those roads. Those roads then receive priority for available funding. Similar industrial and commercial access networks serve the needs of the industrial and commercial sectors through a locally negotiated plan for utilizing limited, available funding.

Whether or not rural roads are reconnected or neglected in the 1992 program, according to NATAxT, depends on the efforts they make to present a unified message to the U.S. Congress, particularly the Senate which has traditionally advocated rural interests.

Rural youth particularly affected by economy

Economically, the 1980s were not kind to rural America. This period saw the deterioration of several industries important to rural areas. This phenomenon particularly affected rural young people, leading to high levels of migration to urban areas. The exodus was especially high among young well-educated rural adults.

Funded by a grant from the Ford Foundation and the Aspen Institute, William O'Hare and Kevin M. Pollard, both of the Population Reference Bureau, Inc., recently released a report on rural youth and rural poverty, "Beyond High School: The Experience of Rural Youth in the 1980s."

Using information in a national data file of 11,000 high school seniors in 1980, they compared the experiences of seniors attending metropolitan schools with those of nonmetropolitan seniors. In addition, they used data for nonmetropolitan seniors to compare the post-high school experiences of seniors who had migrated from their hometowns by 1986 with seniors who had not migrated.

Data show that metro youth had several advantages over nonmetro youth by their senior year in high school. Among the highlights:

- The parents of metro seniors were better educated than those of nonmetro seniors. Nineteen percent of metro seniors in 1980 had parents with at least a bachelor’s degree, compared with 12 percent of nonmetro seniors.

- Metro seniors were more likely to take a college preparatory curriculum. Two-fifths (42 percent) of the metro seniors were enrolled in an academic or college preparatory program, compared with one-third of nonmetro seniors. Metro seniors were also more likely to complete a variety of advanced math and science courses.

- Metro seniors were better educated by 1986; 73 percent continued their formal education after high school, compared with only 64 percent of nonmetro seniors.

- Metro seniors had slightly higher mean income and earnings.

- Metro seniors were more likely (61 to 50 percent) to hold white collar jobs. By contrast, nonmetro seniors were more likely (39 to 22 percent) to hold blue-collar jobs.

- Lack of economic opportunities in rural areas made nonmetro seniors more likely than metro seniors to leave their home communities. In 1986, only 31 percent of nonmetro seniors still lived in their hometowns, compared with 39 percent of metro seniors.

- Nonmetro seniors who had left their hometowns by 1986 had higher education attainment, higher incomes and were more likely to be in white-collar jobs compared to those who stayed. Moreover, the migrant/nonmigrant differences often were greater than those between metro and nonmetro seniors.

- Stay-eight percent of migrants continued their education after high school, compared to 55 percent of nonmigrants.

- Twenty-one percent of migrants—the same percentage as metro seniors—attained a bachelor’s degree; only 13 percent of nonmigrants did the same.

- The mean income for nonmigrants was 79 percent that of migrants.

- Migrants were more likely than nonmigrants (93 to 42 percent) to hold white-collar jobs; nonmigrants were more likely (35 to 27 percent) to have blue-collar jobs.

- These results indicate that rural youth had great hurdles in making a successful transition to adulthood during the 1980s. While many of rural America’s "best and brightest" left to compete against better-educated metropolitan youth for good jobs, those who stayed behind faced a scarcity of good jobs in weak labor markets.

Summer heat cause of computer problems

Power surges, brownouts, electrical storms, and power outages pose more problems than usual for computer users during the summer. If you have a hard disk, you are even more vulnerable to electrical supply problems — mostly because hard disks store huge amounts of data. They are also more sensitive to power interruptions than are floppies. Here are some suggestions from experts for minimizing problems:

- The most important thing you can do is get in the habit of making regular backups. Make backups even more frequently during summer.

- Store your work on the disk more often. A power spike can wipe out anything in working memory.

- Get a good powerline conditioner or surge suppressor. Install it between the power outlet and the PC. These can be obtained for as little as $15.

If you have power outages rather often, consider an uninterruptible power system. Usually sold for small computers, they consist of a battery, charger, and switch to make an almost instantaneous switch-over to the battery if needed. They aren’t cheap. Prices start at about $350 for a source that has the capacity to keep the system operating long enough for you to bring the computer system down without loss of data.

- When a major storm approaches, shut off the PC and unplug it.

- Don’t use other heavy load equipment on the line the PC is connected to. For example, an air conditioner will draw down voltage each time it starts, lowering voltage to the point that it may shut down the computer system.


Rich, poor gaps continued from page 1

been accompanied by growth in the income gap between urban and rural areas. Traditionally, incomes have been higher in urban areas than rural areas, but in recent years this substantial gap has widened farther.

The link between these two trends has implications for public policy. Judging from the available data, policies that primarily benefit wealthier groups also would benefit urban residents disproportionately and widen the gap between rural Americans and their urban counterparts.

Current legislative proposals that primarily would benefit affluent taxpayers include the proposed reductions in the capital gains tax, proposals to expand tax deductions on deposits made in Individual Retirement Accounts, and the Family Savings Accounts.


Names in the news

KEVIN MCHAMARA is now assistant professor at Purdue University. He formerly held that position at University of Georgia.

JULIANN TENNEY has been named executive director of Southern Growth Policies Board.

Tanner was director of economic and corporate development at North Carolina Biotechnology Center. She replaces JESSE L. WHITE, who resigned in January.
Report card rates South: surprisingly healthy

The Washington D.C. based Corporation for Enterprise Development (CED) annually publishes a report card for the states. Four graded "subject" indexes are used: economic performance, business vitality, development capacity and state policy.

In its 1990 Development Report Card for the States, the South was reported "surprisingly healthy, getting healthier" with its condition listed as guarded. The report said real progress is obvious in state policy, although limited resources slow the speed of change. The chart lists the grades given to individual Southern states in the four areas. The entire report is available from CED at (202) 293-7963.


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1990 Development Report Card

Attracting retirees has benefits, drawbacks

Economic success for nearly 500 nonmetro counties has been in attracting retirees as new residents. Rapid growth in population and employment has made such counties a bright spot among otherwise gloomy nonmetro economic news.

Retirement counties—defined as those with at least 15 percent net immigration of the elderly during the 1970s—made up fewer than a fourth of all nonmetro counties. Suddenly from 1980-85 they accounted for over half of all nonmetro population growth. Retirees, with their relatively high and stable incomes, bring broad economic benefits to the state by boosting populations, incomes and employment in the counties they move to.

Questions remain, however, about the quality of the jobs created and about retirees' apparent coolness to funding education and road building programs. Therefore retirement counties have both economic strengths and weaknesses. Among their strengths: a record of strong population and employment growth, and a moderately successful record in raising income levels. Their biggest potential weakness: a concentration of retirees could dampen efforts to improve local education and roadways, possibly limiting an area's long term economic development.

The influx of retirees help raise local income levels and reduce unemployment rates. Recently, retirement counties have been catching up with other nonmetro counties on these measures. The income improvements of retirement counties and their performance in creating employment are consistent with the hypothesis that retirees have a disproportionate demand for services rather than goods. Services tend to be more labor intensive than goods.

Positive family relationships presentations requested

The Southeastern Council on Family Relations (SCFR) and Florida Council on Family Relations (FCFR) invite proposals for presentations at the February 27 - March 1, 1991, meeting. The theme is "Positive Family Relationships: Child Care Challenges."

The program will reflect the critical issues currently facing working parents and their children, child care providers and schools, employers and family and children's service providers.

Child care providers, counselors, educators at all levels, service providers, and students are encouraged to submit proposals and to attend. A variety of formats may be proposed, including research papers, workshops, reports of successful interventions and education programs, panel discussions or media presentations.

Send a 200 word abstract by November 1 describing the topic and preferred format of your presentation to Suzanne Smith, 3041 McCleary Hall, University of Florida, 130 FAS, Gainesville, FL 32611-0130, (904) 392-2202.
Attracting retirees continued from page 1

goods-producing industries, hence an increased demand for services will lead to increased employment.

Education is usually viewed as a key component in any long-term rural development strategy. Retirees might be expected to bulk at public education for several reasons. The elderly do not benefit directly from most forms of public education, and many retirees have no family in the area who would benefit from local education expenditures. The elderly also tend to be property owners and property taxpayers, and they may bear a disproportionate share of local taxes.

Survey data on attitudes toward public services and taxes have shown that the elderly are twice as likely to oppose education funding as people under the age of 35. The elderly also tend to view the property tax less favorably than younger people. Roads and highways are important for rural development, yet retirement counties spent 28 percent less per capita, on highways in 1982 than the nonmetro average. The spending gap within the South is 18 percent, 10 percentage points less than the nationwide gap. Regardless of region, these per capita spending data suggest that there is a potential for under-spending on highways in retirement counties.

Recent data indicate that local governments in retirement counties spent 11 percent less on public health and hospitals than the nonmetro average. Retirement counties do not suffer from depopulation, which leads to high costs per patient as the number of patients declines. Thus, the relatively low spending on health and hospitals in retirement counties may be associated with a more cost-efficient provision of health and medical services.

This analysis suggests that attracting retirees was good for rural development in the 1980s. Attracting them seems better suited, however, for meeting some development needs than others. If the concern is with high rates of rural unemployment and depopulation, then policies to attract retirees may work for places with the right potential.

An in-depth analysis of this data may be found in: RURAL DEVELOPMENT PERSPECTIVES, Vol. 6, Issue 2, February - May 1990.

its an idea

Mowing the grass in narrow medians can be tedious and dangerous.

The ground maintenance crews in Rock Hill, South Carolina, solved the problem by planting wildflowers. Wildflowers need not be mowed, and they bloom in color during much of the spring and summer. In addition, there is substantial savings to the city. For every dollar spent on wildflower seed, the city saves approximately $3 in mowing costs.

Block grants assist rural economies

A report, released by the Council of State Community Affairs Agencies (COSCAA), points out that although the Community Development Block Grant (CDBG) Program is perceived most frequently as an inner city redevelopment program, it is the federal government's most substantial resource for grants and loans for rural economic development. States manage about 30 percent of the nearly $3 billion appropriated annually by Congress for the CDBG Program, and they use nearly one-fourth of these funds for rural economic development. The report, Assisting Rural Economies, shows that states distribute over 70 percent of CDBG economic development funds to nonmetro- politan areas. The states grant these funds on a competitive basis to small cities and counties, who usually make loans to businesses for job creation or renovation, principally for the benefit of lower income persons. Over one-half of these funds are distributed to the four most rural groups of nonmetropolitan counties. Partly because the CDBG Program is administered by the U.S. Department of Housing and Urban Development, "the critical importance of the CDBG Program for rural economic development is overlooked. But it is a more important resource for direct loans for creating or sustaining employment in rural areas than is any program administered by the Department of Agriculture, the Small Business Administration, or the Economic Development Administration. And because it is a relatively flexible program managed by states, it can be tailored to address the very different rural circumstances that exist throughout the country."

One of the key findings of the report is that every few of the CDBG business loan projects assisted branch plants or businesses that were relocating from elsewhere. About 45 percent of all state CDBG business loan projects assisted existing firms in rural areas that needed financing to expand and increase employment. Another 25 percent of the loans went to businesses who otherwise might have gone out of business. This information, said Sidor, shows that states and rural areas are concentrating on strengthening their local economies by focusing on businesses and business opportunities within their own areas rather than trying to entice businesses to relocate or move from other areas of the country.

A second key finding is that state CDBG loan assistance focused on very small businesses. Over two-thirds of the businesses that received state CDBG loans had 25 or fewer employees, and nearly 87 percent had 100 or fewer employees. "This finding coincides with the emphasis of loan assistance to existing and start-up businesses, and further shows that rural areas are faced with the need to develop their economies based on local resources," said Sidor.

Another key finding is that states distributed CDBG economic development funds to areas that had poverty and unemployment rates higher than the statewide average and per capita incomes lower than the statewide average. "Thus, another important characteristic of the state CDBG program is that states tend to allocate grants to those parts of the state that are less well-off and more in need of assistance," said Sidor.

Finally, the report shows some of the difficulties rural areas face in trying to improve their economies. The cost per planned job was higher in nonmetropolitan areas, especially in the more rural nonmetropolitan areas. Nonmetropolitan areas had more difficulty in attracting other funds, especially private financing for businesses financing, then did metropolitan areas, and again this was especially true for the most rural areas.

Private toll roads trend for future?

Former chief of the Urban Mass Transportation Administration in the Reagan Administration, Ralph L. Stanley has a fantasy. His dream is to construct the first for-profit, privately financed toll road in the United States in this century.

Stanley believes thousands of people will drive on this road, which will be built on farmland in Loudoun County, Virginia, an outer suburb of Washington, D.C., where Dulles International Airport is located. The 14-mile road, which would connect the fast-growing suburban area with the existing Dulles Toll Road, is one of the best-known examples of a developing trend. State and local governments faced with suburban traffic congestion, deteriorating public structures and limited finances are starting to look to the private sector to build new toll roads, bridges and tunnels.

States are spending about $66 billion a year on roads, the bulk of it still from federal funds, but the American Association of State Highway and Transportation Officials estimates they should be spending about $100 billion. Virginia is a good example of what the states are up against. State officials estimate Virginia will need $37 billion in transportation improvements over the next 20 years. The growth in revenues, given present tax levels, will not keep pace, leaving the state little choice but to consider privately backed projects such as Stanley's toll road.

To build the $200 million toll road, which is estimated in late 1992, Stanley's corporation is asking the state's approval for a financing plan that would provide an initial rate of return of 30 percent for investors, dropping in later years to 14 percent. Commuters initially would be charged tolls of up to $1.50.

A serious problem for Stanley is that, unlike the state, his corporation does not have the right of eminent domain, the power to take property for a right-of-way in exchange for fair compensation. The Corporation cannot afford to pay landowners, so it's trying to persuade them to donate their property, since most of the landowners are developers who would benefit from the road construction. Two have balked.

Most proposed private toll roads won't be financed by investors unless there is sufficient traffic—generally from 80,000 to 100,000 vehicles a day—to generate revenue to cover construction, operation, maintenance and insurance. Even then, there may not be enough revenue from the user fees to generate a profit for the investors, officials say. For this reason, the private concerns considering toll roads are coming up with ways to capture

Do-it-yourself mechanisms out-spill Exxon Valdez

One would think our nation's biggest oil spill came from the Exxon Valdez. However, our biggest oil spill is much less dramatic and easily overlooked: Improper disposal of used motor oil causes America's largest oil slick.

Americans use about 1.2 billion gallons of lubricating oil in vehicles each year. Based on statistics developed by the American Petroleum Institute, it is estimated that approximately 240 million gallons of used oil are improperly discarded annually. Some 60 to 80 percent of the do-it-yourself mechanics who change their oil themselves either dump it on the ground or put it out with the trash to go to the landfill.

According to an article in "Biocycle," the amount of oil dumped by do-it-yourself mechanics every two and one-half weeks nearly equates the amount spilled by the Exxon Valdez, approximately 11 million gallons of crude oil.

Many communities across the nation have established recycling programs. Does your community have a waste oil recycling program? If not, is this something your community could do to help clean up our biggest oil spill?

Chemical accidents happen at an alarming rate. Nearly 500 times a week, 25,000 times a year, communities across the country are threatened by the unplanned release of hazardous materials. The public is most aware of transportation accidents, but nearly half of all releases occur at fixed facilities such as chemical plants or gasoline stations. Traditionally, local governments have taken on a broad range of public health and safety responsibilities. Fire, police and rescue personnel have been trained and equipped by communities to deal with fires, traffic accidents and natural disasters. Yet, chemical accidents often claim as many lives each year as hurricanes, tornadoes and earthquakes combined.

A training module released by the National Association of Towns and Townships, will provide small town elected leaders with the tools to plan for local response to hazardous materials incidents.

The training package, funded by a grant from the W.K. Kellogg Foundation, consists of a 68 page guidebook, Accidents Will Happen, a 14-minute video filmed during site visits in four states and a user's guide to help organizers plan training sessions.

The materials are based on real world solutions to the new federal hazardous materials planning and training requirements enacted as part of the Superfund Amendments and Reauthorization Act of 1986 (SARA). The guidebook was reviewed both by the U.S. Environmental Protection Agency (EPA) and the Occupational Safety and Health Administration (OSHA).

Accidents Will Happen, is designed to prepare communities to meet the newly recognized threat of chemicals in our midst. From a local government perspective, the guidebook examines:

- Innovative approaches to deal with the planning, information management and training requirements of SARA;
- Federal emergency response legislation;
- Local responsibilities in providing or contracting for chemical emergency services; and
- Technical assistance resources for emergency response in small towns and rural areas.

Accidents Will Happen provides clear, understandable "how to" information to help local officials in carrying out important health and safety responsibilities. To order, contact The National Association of Towns and Townships, 1522 K Street, N.W., Suite 730, Washington, D.C. 20005, (202) 737-5000.
In print

Agricultural and Community Development Interface is a summary of remarks presented at the joint meeting of the Southern Extension Agriculture and Natural Resources and Community Resource Development state leaders. The focus of the meeting was on economic viability, rural families and communities, water quality, waste management, biotechnology and sustainable agriculture. Copies are available from SRDC, Box 5446, Mississippi State, MS 39762, (601) 325-3207.

Case Studies: Examples of Innovative Infrastructure Financing and Delivery Systems is the result of a detailed national search in the areas of fire protection, business incubators, water, sewer, hospital, social services, roads and bridges, education, emergency medical service, airports and solid waste. It was compiled by members of the Alternatives for Financing Infrastructure Development in Rural Communities in the South Task Force of the Southern Rural Development Center. Copies are free and are available from SRDC, Box 5446, Mississippi State, MS 39762, (601) 325-3207.

Economics of Meat Goat Production for Small Scale Producers of Louisiana by Tesla G. Gebremedhin and Sebastian Gebrehiwot is the final report of a research project funded by Southern Rural Development Center and College of Agriculture and Home Economics, Southern University. The report indicates that meat goat production could be a profitable agricultural enterprise for small scale producers. Available for $3 from SRDC, Box 5446, Mississippi State, MS 39762, (601) 325-3207.

Farmer Participation in Research for Sustainable Agriculture offers on-farm existing research and case studies reports given during a one-day conference sponsored by the Arkansas/ Oklahoma Sustainable Agriculture Network. $5.75. Available from Conference Report, ATTRIA, Box 3657, Fayetteville, AR 72702, (501) 442-9824.

Reconcile—Natural Resource Strategies for Rural Economic Development is a guidebook and source for rural development specialists, rural community leaders and natural resource specialists who are seeking ways to add value to a region's natural resources. $25. Available from Midwest Research Institute, 425 Vokeer Blvd., Kansas City, MO 64110, (816) 753-7600.

Revisiting the Rural South: Extension’s Role in Enhancing the Quality of Life is the proceedings of a regional conference addressing three major topics: economic development, human capital and infrastructure. The program was planned for and attended by Extension personnel from all four program areas. Copies are available for $4 from SRDC, Box 5446, Mississippi State, MS 39762, (601) 325-3207.

Structural Adjustments in the Agribusiness Sector of Farming Communities in the South by Thomas L. Barge, James P. Hurst and Harry B. Strown is the first report of a research project supported by the Southern Rural Development Center. Findings of this study lead to the conclusion that the most critical element for the survival of agribusiness firms was a comprehensive understanding by management of the economic forces impacting on the industry and the implications of their industry sector. Copies are available for $3 from SRDC, Box 5446, Mississippi State, MS 39762, (601) 325-3207.

News Stories

Very Informative Somewhat Informative Not Informative No Opinion

On Schedule (coming events) — — — —
In Print/On Film (publications) — — — —
Small Talk on Big Issues (random facts) — — — —
Names in the News (personal changes) — — — —
It's an Idea (successful innovative ideas) — — — —
CAPSULES overall — — — —

During the coming year, what topics pertaining to Southern rural development would you like to see covered in CAPSULES stories? (Describe briefly.)

Names in the news

DeWayne Ingram has been named professor and head of the Department of Horticulture at University of Kentucky. He formerly served as a professor at University of Florida.

Beth Walter Honadle will become state program leader for community and economic development for the Minnesota Extension Service in September. She is currently CES national leader for economic development.

Should CAPSULES include section(s) in addition to the above on a regular basis? If so, briefly describe:

Complete and return to: SRDC Editor, Box 5446, Mississippi State University, MS 39762.

Please mark any corrections to your mailing label.

Thanks for your help!
On Schedule

BED & BREAKFAST: A Conference for Current and Prospective Innkeepers, August 13-14, Augusta, Georgia. This conference will give new insight for the potential innkeeper and the seasoned operator who wishes to become more efficient and profitable. Early registration is $65, after August 8, $75. For complete registration information contact the University of Georgia conference office (912) 388-3416.

NATIONAL SUSTAINABLE AGRICULTURE AND NATURAL RESOURCES CONFERENCE, August 15-18, Lincoln, Nebraska. The conference is designed to achieve a profitable agriculture that is environmentally sound, resource efficient, socially acceptable and thus sustainable in the future. Attendees will consider future policy issues, public/private collaboration, innovative regional/state/local programs and information networking. For registration information contact Dixon Hubbard, ED-USDA, (202) 447-4341 or Jim Burhenn, (402) 472-2966.

PEOPLE, PROBLEMS AND SOLUTIONS: THE LEADERSHIP CONNECTION, August 18-19, Milwaukee, Wisconsin. Preceding the National Extension Homemakers Conference, this is a leadership development seminar that is multidisciplinary in nature. Registration is $55, due by July 15. Contact Elizabeth B. Bolton, University of Florida, 3041 McCarty Hall, Gainesville, FL 32611-0130.

RURAL RESTORATION CONFERENCE, August 19-22, Memphis, Tennessee. The purpose is to provide a forum for equipping individuals to help revitalize rural areas. Sponsors include Agricenter International and Lower Mississippi Delta Development Commission. Early registration fee is $100, $115 later. For complete information, contact Agricenter International, 777 Walnut Grove Road, Memphis, TN 38119, (901) 753-1400. Make hotel reservations by calling Memphis Marriott, 1-800-627-3587.

Rural population growth begins slow recovery

Rural population growth has begun a slow recovery, after declining during 1980-86. In 1980-82, nonmetro population growth slowed to 0.9 percent per year, while the metro population showed little change in its annual 1 percent growth rate.

The recession of the early 1980s slowed both metro and nonmetro population growth during 1982-84. By 1984-86, the metro population was recovering from the recession, growing at its latest annual rates for the decade. Nonmetro growth, however, continued its slump because of lingering effects of the farm crisis and the decline in oil and mining, both extractive industries with substantial nonmetro employment. Metro areas grew at more than 2.5 percent during 1984-86, but nonmetro areas, at their lowest point in the 1980s, grew by less than 0.5 percent.

According to recent data, the nonmetro population growth began to pick up in 1986, reaching a growth rate of 0.5 percent for 1986-88. Slightly more than half of all nonmetro counties declined in these two years, but those counties contained only 40 percent of the nonmetro population and collectively lost an estimated 466,000 people. Twenty percent of nonmetro counties grew faster than the national rate of 1.9 percent, adding an estimated 54,000 to the nonmetro population between 1985 and 1988.

The regions with the greatest loss during 1985-88 were in the southern Appalachian coal fields and southern Great Plains. Each lost about metro and nonmetro population, with the

Tuskegee schedules 48th annual PAWC

Plans are underway for the 48th Professional Agricultural Workers Conference (PAWC) to be held December 2-4 at Tuskegee University. The theme this year is "Public and Private Partnership for Rural Development." The conference serves as a forum for participants to review and discuss relevant topics on improving the quality of life for people in the South and rural America. Most participants come from the 1890 institutions, USDA agencies, and other public and private organizations with research and outreach interests for the rural disadvantaged.

For complete conference information contact Naim Baharany, Coordinator of the PAWC program committee at Tuskegee University, Tuskegee, Alabama 36088.

RELATING RURAL DEVELOPMENT TO YOUR COMMUNITY
Rural population growth

continued from page 1

d of them will be redefined as suburban metro counties after the 1990 Census. This
constitutes an estimated 37 million
Americans who have no private insurance or
public coverage to help pay medical needs.
This is according to a recent survey on National
Medical Expenditure, conducted by the National
Center for Health Research and Health Care
Technology Assessment. The survey also
shows that race is a characteristic of the
Americans who are uninsured. About 46
percent of Hispanics and less than half of
blacks are covered under employment-related
private insurance. Employed persons and their
dependents constitute the largest group (78
percent under 65) of those uninsured even
though there is a linkage between the
unemployed and the uninsured.

NAL offers bibliographies on varied topics of aging

Aging parents, family caregiving, support
networks and living arrangements in later life
are a few of the topics on aging covered in a
series of 12 bibliographies recently released by
the National Agricultural Library (NAL) and the
Maryland Cooperative Extension Service. NAL
is making the bibliographies available through
its "Pathfinders" series of publications.

"Pathfinders" are brief bibliographies of peer
-reviewed literature, with abstracts on subjects
related to agriculture, families and rural life.


Regular water testing advised for private wells

If you use water from your own well, it's your
responsibility to make sure it's safe for drinking
and acceptable for other uses. Thus, it's a
good idea to test your well water on a regular
basis.

Testing is particularly advisable if you're in an
area where wells are especially susceptible to
contamination. Soils with porous textures, such as
sand, allow for greater movement of possible contaminants into groundwater. Soils
low in organic matter have less capacity to bind
chemicals from moving into groundwater.

Farming practices used on a farm or in a
community can affect the amount of chemical
leaching and runoff. Also, shallow wells are
most susceptible to contamination.


Survey reveals lack of health coverage

One out of every three Americans 19 to 24
years old has no health coverage. This
constitutes an estimated 37 million
Americans who have no private insurance or
public coverage to help pay medical needs.
This is according to a recent survey on National
Medical Expenditure, conducted by the National
Center for Health Research and Health Care
Technology Assessment. The survey also
shows that race is a characteristic of the
Americans who are uninsured. About 46
percent of Hispanics and less than half of
blacks are covered under employment-related
private insurance. Employed persons and their
dependents constitute the largest group (78
percent under 65) of those uninsured even
though there is a linkage between the
unemployed and the uninsured.

Those most affected by seasonal employment
are those engaged in agriculture and con-

Landfill exploration finds paper contents

Dr. William Rathe spent the last 18 years
digging garbage. An archaeologist, Rathe
explored landfills with a drilling rig, taking core
samples at different locations to find content and
changes in composition of the landfill over time.

According to a recent informal survey, the
public perception is that plastic contributed
most to the current solid waste disposal crisis. Rathe
says this is completely wrong. Plastic takes up only
12% of an average landfill. He also says that in 1970 it
took up 11%. That's only a 1% increase in 20 years!
One reason could be that plastics used today
are thinner and more crushable.

Another perception is that disposal diapers are
filling the landfills. The average baby uses
800 diapers before toilet training, and 90 of
these are disposable. Rathe's excavations
show that they account for only a 1-2% in-
crease by volume in landfills.

If plastic or diapers aren't creating the
mountains of waste, what is? Paper, tons and
tons of it. Computers, copiers and fax
machines have caused an explosion of paper
waste. The researcher says paper is the only
category of solid waste that increasingly oc-
cupies more and more space in landfills. 36%
in 1970 compared to 55% today. The most
common paper products include junk mail,
catalogues, office paper and the phone book.

Many people believe that paper bio-
degradable, causing no harm. The archaeologist
insists that making paper products biodegrad-
able is not a practical solution. He dug up 14-
year-old newspapers that could still be read. If
garbage is buried well and stays dry, it does not
break down easily. Biodegradation of paper is
not only slow, but it can be dangerous. Some
dyes in ink are poisonous.

The material may take years to degrade, but
the pollutants stay in the ground and can enter
water supplies.

Recycling paper rather than biodegrading it
is an important first step to handling solid waste.
However, cutting down on the amount used in
the first place is even more helpful.

SOURCE: "What is Filling the Landfills?" by
Allan Ware, Kerr Center for Sustainable Agri-
culture Newsletter, Vol. 16, No. 4, April 1990.
Decision-making writing style leads to action

To contend with the complex aspects of senior level decision-making and managerial supervision, a new style of writing has emerged. Individuals who wish to be effective participants in the public or private policy making process need to understand the characteristics of good decision-making writing. Decision-making writing contains elements of bullet writing and executive summaries. Similar to bullet writing, decision-making writing presents a collection of important ideas, observations and facts. Each entry is limited to no more than three or four sentences. Unlike bullet writing, but similar to an executive summary, the entries are organized to produce a focused flow: identification of the issue, presentation of facts and analyses, enumeration of options and justification of conclusions and recommendations.

Unlike executive summaries, which tend to emphasize findings, decision-making writing presents all aspects of an issue in appropriate perspective. Done well, it illuminates the complex threads which run from the description of the problem to the conclusions and recommendations and reads as a self-contained paper.

The most important operational features of decision-making writing are:

- **Write only a single page**: turning the page is a barrier to reading.
- **Be concise**: if an idea, observation or fact cannot be communicated in three or four sentences, it will probably cloud the decision-making process.
- **Beware of what is omitted**: critical assumptions and important caveats, upon which the policy recommendations or conclusions rest, need to be explicitly stated; otherwise, the paper may convey a message opposite to what is intended.

Mastery of decision-making writing will enhance the possibility of having an impact on private and public policy decisions. Large reports rarely do more than gather dust, but well-written concise reports lead to action.


NC, GA offer videos for limited resource farmers

A new series of eight VHS videos is designed for small scale limited resource farmers. The series, "Ways to Grow, Money-Making Ideas for Small Farmers" is a joint effort of the Cooperative Extension Programs of Fort Valley State College in Georgia and North Carolina A&T University. They were designed to provide realistic information to help farmers decide whether or not to pursue alternative enterprises.

Each video has an overview of what the enterprise involves and the marketing outlook. Farmers and specialists offer tips on management, production skills, marketing strategies, advantages versus the challenges and descriptions of the resources and labor requirements needed.

North Carolina videos include Commercial Rabbit Production, Growing Landscape Ornamentals, Growing Shiitake Mushrooms and Woodlot Management. To obtain copies for $10 each, contact Valerie McAlpin, North Carolina A&T University, Box 21928, Greensboro, NC 27440, (919) 334-7047.

Videos from Georgia include Kudzu Meat Goat Production, Commercial Catfish Production, Commercial Vegetable Production and Growing Forage Crops. Copies are $10 each. Order from John M. Bentley, Fort Valley State College, Box 4061, Fort Valley, GA 31030-3208, (912) 825-6346.

States show range of unemployment rates

As shown graphically below, seven of the thirteen Southern states' unemployment rates were between 5.5 and 6.9% in April. North Carolina and Virginia were two of the five states nationwide with rates less than 4.0%. No states in the region had 7.0% or above unemployment. With 4.0 to 5.4% unemployment, Oklahoma, Tennessee, Georgia and South Carolina had rates equal to the largest category of states in the U.S.

Unemployment rates by state, April 1990

Nonmetro per capita income 73.5% of metro

Real per capita income in nonmetro areas has improved very slowly over the last few years, increasing from $3,341 in 1986 ($1,059 in 1986 dollars) to $10,084 in 1996, according to the annual Current Population Survey (CPS). Much of that growth came between March 1986 and March 1996, after which it slowed.

Several factors contribute to the sluggish growth in per capita income among nonmetro residents. First, per capita income growth has stagnated nationwide. Second, low-wage labor-intensive production and consumer services jobs tend to concentrate in nonmetro areas. Although nonmetro employment growth, which has been relatively strong since 1987, enables more residents to work, many of the new jobs are in low-wage industries and therefore probably low-skilled occupations.

While a substantial metro-nonmetro income gap persists, slight improvement occurred between 1986 and 1996. During 1986-96, nonmetro per capita income was just over 72 percent of metro per capita income. Data for 1999 suggest that the metro-nonmetro per capita income gap has diminished slightly; nonmetro per capita income ($10,084) has risen to 73.5 percent of metro ($13,712). The metro-nonmetro income differences largely reflect differences in employment opportunities. Unemployment continues to be high, and earnings per job and wages are lower in nonmetro areas. Nonmetro areas also have fewer opportunities for year-round and full-time employment. The disproportionate share of low-wage jobs found in nonmetro areas also contributes to the Income gap.

In all areas blacks and Hispanics realize much lower per capita incomes than do whites. In 1996, nonmetro per capita income for whites, blacks and Hispanics was $10,605, $5,688, and $6,033 respectively. The economic disadvantage in nonmetro areas reflected in the metro-nonmetro income gap is particularly pronounced for blacks. Nonmetro blacks receive only 65 percent of the per capita income of their metro counterparts. In contrast, per capita income for nonmetro whites is almost 73 percent that of metro whites, and nonmetro Hispanics receive 75 percent as much as metro Hispanics.

Nonmetro residents fare somewhat better economically than they did 4 years ago. However, the increase in per capita income has been small, and nonmetro residents continue to translate into relative economic disadvantage, particularly for blacks. This reality could be particularly detrimental to areas containing high concentrations of blacks. If the past is any predictor of the future, poor economic performance of nonmetro areas as measured by per capita income may encourage migration of the labor force to metro areas, leaving behind comparatively dependent populations and impeding economic progress in the area.


Editor's notes...

The SRDC office has not been flooded with your responses to last month's request for help with CAPSULES. The editor wants to make the most of the regional newsletter. However, it is difficult if not impossible without feedback from readers. Perhaps there are no readers? If in fact you do read CAPSULES, please take a minute to return the very simple survey from the July issue. If you feel the newsletter has value or not, let us know. Thank you. JFT

Source omitted from May CAPSULES

This is the source which was omitted from the May Issue of CAPSULES for the article entitled Delta Commission submits final report. The editor regrets the error.


On Schedule

1990 SUNBELT AGRICULTURAL EXPOSITION, October 16-20, Moultrie, Georgia. Approximately 700 exhibitors will display the most up-to-date information in agricultural developments and technology. For information contact the Conference Center, Box 1209, Tifton, GA 31793, (912) 396-3439.

NATIONAL CONFERENCE ON RURAL ELDERLY, Kansas City, Missouri, October 21-24. This year's theme is "Challenges and Solutions: Aging in Rural America." The conference will feature 40 solutions-oriented workshops. Registration information is available from Mid-America Congress on Aging, 9400 State Avenue, Room 110, Kansas City, KS 66112, (913) 996-9324.

RURAL ENTERPRISE CONFERENCE, October 31 - November 1, Tifton, Georgia. This conference is sponsored by the Cooperative Extension Service and the Small Business Development Center through the Kellogg Revitalization Initiative Grant. For information contact the Rural Development Center, Box 1209, Tifton, GA, (912) 396-3416.
Small talk on big issues

*Only one-fourth of the rural poor qualify for Medicaid, compared to 43 percent of the poor in the inner cities.

*Rural Americans account for almost a quarter of the population, a third of the nation's elderly, and more than half of the poor.

*Most rural hospitals lose money on Medicare patients.

*In 1987, 9.3 percent of rural hospitals closed beds because of the nursing shortage. The vacancy rate for nurses has tripled since 1983.

Yet 10,000 fewer nurses will graduate in 1992 than did in 1984.

*As many as 25 percent of rural physicians may retire within the next five years.

*While more physicians are practicing in rural counties with a population over 10,000, rural counties with a population under 10,000 are not attracting doctors.

Strategies connect schools, econ. development

Small towns across the nation have a tremendous resource for economic development in their schools, whether the school is an elementary school or a high school or a community college. Yet all too often that resource is overlooked.

"It's a real tragedy if there isn't a partnership between school and town," said Milan Woll, co-director of the Heartland Center for Leadership Development in Lincoln, Nebraska.

The Heartland Center has developed a list of ten strategies it believes will help small communities make a connection between local schools and economic development:

- Chamber-school committee membership. Appoint educators to chamber of commerce committees, and appoint business people to school committees. Ask participants to report occasionally to their respective boards on what they are doing.
- Join school board-chamber meetings. Regularly schedule a joint meeting of the school board and the chamber of commerce to share information relevant to economic development.
- Economic surveys by school classes. Ask high school classes or clubs to conduct community surveys to help determine current economic activities, trends and projections.
- Career awareness days. Ask local employees to act as "mentors for a day" for high school students as a means of career exploration.

continued on page 2

SRSA issues call for "rural societies" papers

In conjunction with the annual meeting scheduled for February 3-7, 1991, in Fort Worth, Texas, the Southern Rural Sociological Association has issued a call for papers. One-page abstracts for papers and proposals for sessions, round table panels and business meetings are requested by October 15. Completed papers must be submitted by December 1.

The meeting theme is "Rural Societies in the 90s." The focus will be on preparing for the rural society of the new century. Rural sociologists, agricultural economists, home economists, extension specialists and other social scientists interested in the rural South are encouraged to submit proposals related to this theme. Send abstracts to:

Quentin A. L. Jenkins
Department of Rural Sociology
Louisiana State University
Baton Rouge, LA 70803
(504) 388-5105

RELATING RURAL DEVELOPMENT TO YOUR COMMUNITY
Strategies continued from page 1

- Teacher-business exchanges. Sponsor a one-day "job exchange" program, asking teachers to work in businesses and business people to work in schools. Hold a follow-up discussion.

- Entrepreneurship education. Sponsor a class in the high school on starting and operating a small business, with guest speakers from local businesses as an integral part of the instructional plan.

- School facilities as incubators. Make available under-utilized school facilities as small business incubators. Hire students to provide support services.

- School-based businesses. Initiate a program that will help students explore, start and operate businesses filling gaps in available local services.

- Joint economic development planning. Ask the school board, county board, town council, and chamber of commerce to develop a joint area economic development action plan, using the unique strengths and contributions of each partner.

- Public-private partnership for leadership development. Develop a public-private partnership for leadership development, focusing the program on developing local capacity and nurturing local resources that are critical to economic renewal.

For additional information contact the Heartland Center for Leadership Development, 914 "O" Street, Suite 220, Lincoln, NE, 68508, (402) 474-7967.


Raise children w/o stress satellite conference set

A live national satellite conference, "Setting Limits Without War," features practical techniques for raising children without stress and strain. It is scheduled for October 23, 3:30 to 5:30 p.m. Eastern daylight time. The program is free and easily accessible via a satellite dish. A toll-free call-in number will be made available during the broadcast.

For further information contact Valya T. Vincel, Virginia Cooperative Extension Child Development Specialist, Virginia Cooperative Extension Service, Virginia State University, Box 540, Petersburg, VA 23803-2095, (804) 524-5966.

Auburn selected as regional radon training center

Radon is a colorless, odorless, tasteless, naturally occurring radioactive gas produced by the decay of uranium and radium. Studies indicate that elevated levels of radon contribute to thousands of deaths each year in the United States. The U.S. Environmental Protection Agency has determined that regional radon training centers should be established to (1) make the public aware of the dangers of radon, (2) offer training in radon measurement, and (3) train professional radon mitigators who can efficiently and effectively reduce the radon level in a home to an acceptable level.

Three training centers were established in 1989: at Rutgers University to cover the Northeastern states, at the University of Minnesota for the Midwest states, and at Colorado State University for the Western states.

The Auburn University Housing Research Center has been selected by EPA to establish and manage the fourth and final training center, the Southern Region Radon Training Center (SRRTC). EPA will provide support for three years to help fund public awareness courses and to underwrite the cost of curriculum development, training aid design and development, and instructor training. The training center must become self-supporting by the fourth year, with income produced from fee-based short courses and training sessions.

The training center will become operational October 1, 1990, Dr. Steve Sanders will serve as the SRRTC Director.

The primary thrust of the SRRTC during the first six months will be to develop and present public awareness programs to groups such as PTAs, school boards, home builders, realtors, fraternal organizations, extension groups, and public service groups. The objective will be to inform the public of the dangers of radon and to give them the results of tests conducted in the local area.

The second phase of the SRRTC will undertake to inform and train specific groups concerning how the radon problem will impact their particular industry. Local involvement and support will be vital to the success of the SRRTC, and every possible effort will be made to work with and through local organizations.

If you have any questions or comments concerning the SRRTC, or if you are aware of any group or organization that would be interested in sponsoring a public awareness session or training seminar, please contact Steve R. Sanders, Director, Housing Research Center, 238 Harbert Engineering Center, Auburn University, AL 36849-0337, (205) 844-4261.

It's an idea...

Henderson, North Carolina, (population 13,522) is a cleaner place to live, thanks to a clean-up crew who happen to be mentally retarded. Workers from the Area Mental Health Association pick up trash, prune trees and perform other grounds maintenance duties under contract with the Henderson-Vance Downtown Development Commission.

The program provides participants, who are in the last stages of workshop training before being placed in outside jobs, with socialization skills and a chance to earn a living, while bringing them into contact with prospective employers.

The cost to the city is about $16,000 a year for a crew of five. The supervisor's salary and equipment are provided by the workshops.

For additional information contact Carolyn Powell, Main Street Program Manager, Henderson-Vance Downtown Development Commission, Box 1434, Henderson, NC 27536, (919) 482-2041.

EPA guidebook aids in siting waste facilities

Solid waste management has become one of the greatest challenges facing local public officials. Confronted with increased amounts of trash and closure of existing facilities, community leaders find it necessary to locate new sites for waste management facilities. The search for new sites is often stalled by local residents who don't want a facility in their neighborhood. Consequently, public officials encounter conflict and costly delays in siting incinerators, landfills, and even recycling centers.

Some officials have been successful in siting facilities by working with their communities to address the issues. They have learned that involving the public throughout the entire planning and decision-making process is the key to siting an acceptable, safe and efficient waste management facility.

The Environmental Protection Agency (EPA) published a handbook as a part of an ongoing effort to improve the management of solid waste nationwide. Entitled Sites for Our Solid Waste: A Guidebook for Effective Public Involvement, the guidebook helps local officials involve the public in siting the facilities. It provides a strategy for effectively resolving conflicts and explains how officials can channel citizens' legitimate interest into a constructive dialogue by involving the public throughout the entire siting process.

The guidebook describes how to prepare a formal public environmental plan at the beginning of the decision-making process. A comprehensive plan describes in detail the activities that will be conducted, their sequence and timing, and the responsibility for carrying out the plan. The guidebook also explains how to effectively communicate risks, how to build credibility for technical information, and how to mitigate impacts. Using examples from successful sitings, it demonstrates that the most effective way to site a waste management facility is for public officials and citizens to work together from the beginning.

For a free copy contact RGRA Information Center (053100), U.S. EPA, 401 M Street SW, Washington, DC 20460, (800) 424-9346.


Tips for enhancing use of overhead transparencies

Using overhead transparencies add pizzazz to presentations, if they are handled correctly. Some tips to insure transparencies enhance rather than detract from your presentation include:

- Tape a ruler along the top of the projector. As you slide transparencies onto the projector, they'll be stopped by the ruler producing a straight image with no fumbling.
- Clearly number the transparencies. If dropped or mixed up, you can easily reorder them.
- Determine and mark which transparencies can be left out. In case of limited time, you will know which ones to skip. Also mark the possible omission in the appropriate place in your talk.
- Carry an extra bulb and an extension cord with the overhead. Always be prepared for the unexpected to happen.
- Have a contingency plan. In case of complete equipment failure, move it out of the way and proceed.

Rural hospitals restructure to survive

Many rural hospitals have restructured their missions and operations during the 1980s in an effort to survive amidst a variety of pressures. Common strategies for restructuring have been diversification, alliances and multi-hospital arrangements. As the pressures facing rural hospitals have intensified, the response to such change has had to change as well. Hospital conversion, a fundamental change in mission, function and operation, is viewed by many as a strategy that will assist rural communities in maintaining a viable health care system.

Rural Hospital Conversion: State Action addresses issues pertaining to the issue of hospital conversion. The report examines the impact that changing economic, demographic and financing factors have on rural hospital viability. Another issue addressed is the common responses of rural hospitals to changing environments through a review of accepted restructuring techniques. The report also defines rural hospital conversion at the federal and state levels.

The report was prepared by the University of North Dakota Rural Health Research Center with support from the Office of Rural Health Policy, U.S. Department of Health and Human Services.

In addition to this publication, Health Policy Network Directory is also available. The directory contains the names and addresses of state level health policy contacts in all 50 states.

Copies of the report and directory are available from Brad Gibbons, Center for Rural Health, U.N.D. School of Medicine, 501 Columbus Boulevard, Grand Forks, ND 58203, (701) 777-3848.


Small scale agriculture newsletter available

The Cooperative State Research Service Office for Small-Scale Agriculture is publishing a quarterly newsletter entitled Small-Scale Agriculture Today. It serves as a network for innovative entrepreneurs or would be small-scale enterprises and features alternative farming articles.

The newsletter is free. Director Howard "Bud" Kerr invites submissions of articles and calendar events to be used in the publication. For a subscription, write USDA Office of Small-Scale Agriculture, 14th & Independence Avenue, SW, Washington, DC 20250-2000, (202) 447-3640.
NEHC developed traffic safety ed materials

Over half of the fatal traffic accidents today occur on rural roads. However, most of the available traffic safety material deals with interstate and city driving. To provide material relevant to rural areas, the National Extension Homemakers Council, Inc. developed a rural extension education packet containing a video and a leader/teacher guide.

The program is designed specifically for people living in rural areas. It stresses the need to wear safety belts every time on every trip. The fifteen minute videotape entitled “On Country Roads” is the first component of the program and sets the stage for further discussion. The material in the packet is designed so a volunteer can present the program to a variety of audiences. The development of the materials was funded by a grant from the National Highway Traffic Safety Administration.

In print

A Community Researcher’s Guide to Rural Data by Priscilla Salier is for experienced researchers as well as those less familiar with statistical data. It identifies current data sources, illustrates how they can be used to analyze social and economic change and provide needed information. Appendices proved details about federal statistics programs and addresses and phone numbers for state and federal offices that house or collect data. $19.95. Order ISBN # 1-55963-046-9 from Island Press Warehouse, (800) 628-1302.

Locality and Inequality, Farm and Industry Structure and Socioeconomic Conditions by Linda M. Lobao explores how the recent restructuring of farming and industry has affected economic and social equality in the U.S. $18.95 plus $2 handling. Order from State University of New York Press, Box 6525, Ithaca, NY 14851, (600) 666-2211.

Measuring Leadership Perceptions of Recreation and Tourism Development in Rural Coastal Zones by Steven A. Henning is the final report of a study funded through the Southern Rural Development Center. It found that recreation and tourism development would benefit local residents through diversification of the economy and increased employment opportunities. Some areas of concern include conflicts with local residents over use of hunting and fishing resources and identification of sources of funding for tourism promotion. Order from SREC, Box 9448, Mississippi State, MS 39762, (601) 325-3207.

TAMS model projects econ. development impact

The Texas Assessment Model System (TAMS) was developed by rural sociologists from the Texas Agricultural Experiment Station to help small communities in east Texas determine the impact economic development would have on their existing services.

The system is able to provide projections of the impact of fiscal conditions, economic development, demographic change and public services on a particular region for a 25-year period. The system was also used at North Dakota State University, where a similar model was first developed, to project the financial impact of crop damage in the state as a result of the drought in 1988. Economists in North Dakota determined there was a loss of $3.68 billion in the state and the figure was used when determining how much financial relief should be granted to farmers.

Rural sociologist Steve Murdoch, Texas Agricultural Experiment Station, developed the model with Larry Leistritz, professor of rural sociology at North Dakota State University, before Murdoch to Texas A&M University, College Station, TX 77843-2125. SOURCE: “Small towns offered a ‘leg up’ on local development,” NATAN’s Report, published by the National Association of Towns and Townships, No. 105, September 1990.

New business strategies

GA seminar planned

As part of the University of Georgia rural revitalization initiative, a conference is scheduled for October 31 and November 1 at the Rural Development Center in Tifton, Georgia. Entitled New Business Strategies in Rural Georgia: A Seminar to Explore Successful Ways to Earn a Living, the meeting will offer participants a look at the latest local, state and national trends affecting the small rural business person. In addition, several case examples of unique businesses that prospered in rural areas will be explored. Basic business skills, business plans, marketing, recordkeeping and business computer applications—will also be discussed.

Funded through the W.K. Kellogg foundation, the conference is co-sponsored by the University of Georgia Cooperative Extension Service, Rural Economic Development Committee and the Small Business Development Center.

There is a $30 early registration fee until October 26 with it going to $40 thereafter. For further registration information, call (912) 386-3416.

Names in the news

CHARLES J. SCIFRES has been named associate director of the Oklahoma Agricultural Experiment Station. He previously served as department head of agronomy at OSU.

JAMES F. JOHNSON has been named director of the Virginia Cooperative Extension Service at Virginia Tech. He was previously acting director of VCES.

ROBERT C. WELLS has been named director of the Cooperative Extension Service at North Carolina State University. He previously served as associate director.
On Schedule

1980 SUNBELT AGRICULTURAL EXPOSITION, October 18-20, Moultrie, Georgia. Approximately 700 exhibitors will display the most up-to-date information in agricultural developments and technology. For information contact the Conference Center, Box 1209, Tifton, GA 31793, (912) 366-3458.

NATIONAL CONFERENCE ON RURAL ELDERLY, Kansas City, Missouri, October 21-24. This year’s theme is “Challenges and Solutions: Aging in Rural America.” The conference will feature 40 solutions-oriented workshops. Registration information is available from Mid-America Congress on Aging, 9400 State Avenue, Room 110, Kansas City, KS 66112, (913) 696-0234.

NEW BUSINESS STRATEGIES IN RURAL GEORGIA: A SEMINAR TO EXPLORE SUCCESSFUL WAYS TO EARN A LIVING, October 31-November 1, Tifton, Georgia. As a part of the University of Georgia Rural Revitalization initiative, this meeting will offer a look at local, state and national trends, case studies, basic business skills and new ideas for working with business leaders. Early registration fee by October 26 is $30. $40 thereafter. For further registration details call (912) 366-3416.

FLORIDA RURAL AND NON-METRO COMMUNITY DEVELOPMENT CONFERENCE, November 14-16, Ocala, Florida. For registration information contact: Deryl R. McColl, (904) 488-9357.

NORTH CAROLINA TIMBER BRIDGE CONFERENCE, November 14-15, Boone, North Carolina. Of benefit to individuals responsible for the selection, design, construction, maintenance or location of bridges. $70 registration fee. For additional information contact Larry Jahn, (919) 737-5579.

Literacy Commission: It's everybody’s business

The Southern Regional Literacy Commission, appointed in 1989 by Louisiana Governor Buddy Roemer as chairman of the Southern Growth Policies Board, issued its final report at the SGPB annual meeting in October. The report is the product of the group’s year-long investigation into the status of adult literacy in the South. The Commission praised the successful workplace literacy efforts which a growing number of companies across the South have initiated but determined that such programs are still too few and far between to address the full range of the South’s literacy needs.

Among the findings of the report, Literacy Is Everybody’s Business: The Final Report of the Southern Regional Literacy Commission which documented those needs were the following observations, few of which come as any surprise:

- The South is the nation's least-educated region. More than 30 percent of all adults in the region lacked a high school diploma in 1980.
- The changing economy has markedly increased the literacy skills demanded in the workplace. The percentage of high school dropouts in the U.S. workforce has declined from more than 40 percent in 1967 to less than 15 percent today. By the year 2000, the average new job will require a year-and-a-half of education beyond high school.

Underserved adults are increasingly at an economic disadvantage. Between 1973 and 1985, the average earnings of male high school dropouts ages 20-34 in Alabama, Florida, Georgia, Mississippi and the Carolinas declined by 35.5 percent. By 1985, these dropouts earned only two-thirds as much as high school graduates, barely a third as much as college graduates.

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Change needed in farm family assistance

Many rural families were forced to give up not only their land but their way of life as well during the farm crisis of the 1980s. How well did these families cope with the changes? A study conducted by William and Judith Heffernan and funded through the Economic Research Service of USDA, sought to learn more about the process of losing a farm, as well as determine the special needs of such families and the assistance they received.

Forty families, all who lived in one of the more agriculturally productive counties in Missouri, and had lost their farms between Jan. 1, 1980 and Jan. 1, 1985, were contacted by the rural sociologists. “People around here just stood by waiting to see if we

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City Hall becomes "magnet school"

About 100 high school juniors and seniors who want to learn more about their city government are getting to see it up close in Wichita, Kansas. They actually go to school on the ninth floor of city hall every day and take regular classes as well as public service classes.

Officials in Wichita have offered what they believe to be the first "magnet school" in the country completely housed in a city hall. Principal Jim Copley says the idea was to create a "law, public-and-social-service magnet school." After logistical problems were worked out, Copley says 250 volunteers from the legal community and city depart-

Change needed

would starve to death, and we almost did," said one individual.

The Heffernans found only five of the forty families interviewed recalled any assistance they received from government agencies, churches, or any other organization in the community. Although it seemed the families had nowhere to turn, assistance was available. There were county programs for food stamps, commodity foods, and health assistance. Families had access to job retraining programs and similar services. Churches and other groups within the community were concerned about the social well-being of community members. Why then did so few farm families find the assistance they needed?

The Heffernans found that the majority of the family members going through the process of losing their farms experienced depression. Withdrawal often left companies such feeling so that at a time when individuals and families were facing a crisis, they also had a tendency to withdraw from the people and community around them. "They were accustomed to taking care of their own needs. Many of them were ideologically opposed to many of the social service programs because they felt they

helped those unwilling to work," explains William Heffernan.

Such individuals did not have the psychological or emotional strength to ask for assistance. Yet essentially all social service, educational, and other assistance programs required people to reach out and ask for help, concluded the Heffernans. If farm families were going to be helped through such a crisis, then assistance programs would have to be changed to reach out to those in need. Rural economic development; mental health outreach; information service; job certification, networking and training; changes in requirements of entitlement programs; and the needs of rural youth, were several areas recommended the Heffernans to be pinpointed for assistance to farms families.

At stake is more than the well-being of families who lost their farm; depression experienced by such individuals can spread throughout the entire rural community.

Small business can compete for employees

Flexible possibilities in compensation plans in small businesses is the reason many men and women in large businesses are looking for the opportunity to move to small or medium sized organizations for employment, according to John Nesbit in his book, MEGATRENDS. Yet, small business owners and managers rarely think they can attract and retain good employees. They have a near-sighted view of their ability to attract people, and they tend to look only at dollar affordability and cost per hour per employee. They view employee recruitment and hiring from the wrong perspective. Owners and managers need to look at why individuals want to work in a small company, highlight those points, and market them to prospective employees, rather than compete directly with large businesses on a dollar for dollar basis.

A study titled, "Work in American Institute" revealed that individuals come to work for a number of reasons, most of which can be found in the small business workplace. The research showed that people: 1) come to work looking for challenging and interesting jobs; 2) want a job that makes a meaningful contribution to the organization; 3) want to receive recognition for their efforts; 4) want to achieve more responsibility and authority in their job area; 5) want to have a voice in the decision making that affects their outcomes as an individual; and 6) want flexibility to handle personal matters and leisure time activities. Interestingly enough, each of the above includes the small business work environment. Small firms can develop creative options for other compensation areas to match the needs and desires of individuals. Table 1, on the next page shows what employees want and a comparison of compensation options.

If the small business person maintains the proper hiring perspective with a participatory managerial spirit, the base is formed for a creative, nontraditional compensation plan. The possibilities are limited only by your creativity.


<table>
<thead>
<tr>
<th>Compensation Item</th>
<th>Large Company</th>
<th>Small Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sabbatical leave/leave without pay</td>
<td>Generally limited to flex time arrangements. Large production line operations often preclude arrangements as do union contracts.</td>
<td>Sabbatical leave needs more complex funding. But leave w/o pay is easily worked into the structure. Has been used for many years to attract and retain workers.</td>
</tr>
<tr>
<td>Flexible work schedule</td>
<td></td>
<td>Used regularly by the high tech firms and service companies. Others are realizing the compensation potential. Some small companies allow employees to do paperwork at home (typing, report writing, etc.) when appropriate. Others utilize off-hours work time if the employee's presence is not mandatory during regular hours.</td>
</tr>
<tr>
<td>Cafeteria benefit system</td>
<td>Recent surge in popularity. Main restrictions lay in unionized settings.</td>
<td></td>
</tr>
<tr>
<td>Retirement systems</td>
<td>Advantage appears to be with the larger company. Yet, without union coverage less than half of employees are covered by pension accounts.</td>
<td></td>
</tr>
<tr>
<td>Profit sharing plans</td>
<td>Utilized frequently. Most fail because they become devices of expected compensation.</td>
<td></td>
</tr>
<tr>
<td>Stock options</td>
<td>Available generally to key executives.</td>
<td></td>
</tr>
<tr>
<td>Leave with pay (e.g., vacations, holidays, etc.)</td>
<td>Well structured along industry norms. Difficult to be flexible with one person among a large work force. Unionization sharply restricts options.</td>
<td></td>
</tr>
<tr>
<td>Wages</td>
<td>The data suggest that large corporations may be able to afford more generous salary.</td>
<td></td>
</tr>
</tbody>
</table>

Associates needed by Rural Studies Committee

The National Rural Studies Committee (NRSC) is seeking applicants for two Center Associates for the 1990-1991 academic year. The NRSC was created under a grant from W. K. Kellogg Foundation to assess the need for additional work in rural studies of institutions of higher learning in the United States. The Center Associates are part of that program. These positions offer opportunities and limited funding to conduct research and contribute to the study of rural area problems and issues. Professionals, especially women and minority individuals, who are in a position to take leave from their regular employment are urged to apply. Any discipline or subject matter that can be shown to have a relation to rural studies is eligible for consideration. Applicants will be expected to have the equivalent of the doctorate and some research experience.

The application deadline is December 15. For application materials, write or call: Emery N. Castle, Western Rural Development Center, Oregon State University, Corvallis, OR 97331, (503) 737-3621.
Landfill a "gold mine" for Florida county

Robert Fahey, Collier County, Florida's solid waste director, has come up with a solid waste disposal process that saves money, increases the useful life of landfills and reduces the threat that landfills pose to groundwater. He calls the process landfill mining. Simply put, that means digging up the contents of old landfills and running the material through machinery that sorts the rubbish into four types: ferrous metals, plastic and wood; large items, such as old refrigerators; and dirt, which is made up of decoupled waste. Fahey uses the dirt as landfill cover and plans to sell anything that's recyclable. Material that has no market will immediately be buried again, in a section of the landfill that has been newly lined with an impermeable seal.

The process has the approval of local environmentalists as well as Florida's Department of Environmental Regulation. But the agency also issues this caveat: Landfill mining doesn't make sense for everybody. In industrialized areas, old landfills may contain toxic materials best left undisturbed. A similarly qualified endorsement comes from an expert in the U.S. Environmental Protection Agency.

The mining process works like this: a front-end loader scoops up some refuse and dumps it onto a big slanted grate. Big waste items, such as tires and concrete chunks that won't fall through the grate, slide off and pile up on the side. Waste that does fall through the grate lands in a hopper, and a conveyor belt carries it onto moving screens. As the screens revolve, their two and one half inch mesh separates the dirt from other material. A large magnet pulls out the ferrous metal from the waste that will not go through the screens. The residue that is left is made up mostly of plastic and wood and aluminum cans, which workers pick out by hand.

Fahey is contracting to start selling the ferrous metals, plastic and aluminum to recyclers later this year. The potential revenue from all this is large: Fahey estimates that there are at least $35 million worth of recyclables in the landfill, which he expects to extract and sell over a period of 8 to 10 years. Potential aside, the process is already saving Collier money by reducing the landfill's operating costs. For fiscal year 1988-89, Collier originally allocated $275,000 for the purchase of landfill cover material at a cost of $3.68 per ton; but landfill mining produced 50,000 tons of cover dirt at an average cost of $1.60 per ton. Estimated savings: more than $100,000. Fahey thinks he has enough reclaimable dirt already in the landfill to cover the whole thing again when he's through mining it. That will save an estimated $4 million.

Fahey's dream, which he admits may be unrealistic, is that continuous mining, coupled with a market for much of the waste that is dug up, will enable him to match the amount of trash coming out of the landfill with the amount going into it. Regardless of the dream, the more mining that is done, the more money that will come in. With the landfill's tipping fees running at $18 per ton, Fahey estimates that extending the life of the landfill by two years would result in additional tipping revenues of $21 million.

Although landfill mining has worked well for Collier County, Fahey is not advocating it as a panacea for the nation's solid waste problems. Research is needed to determine the best way to speed up the decomposition of organic material, which now takes 7 to 10 years. But with a little help, including the $100,000 prize from the Ford Foundation, Fahey hopes to continue to refine and improve the process, and one day set up a research and training center in Collier to teach landfill mining to solid waste managers across the country.


Forum formed to reach/teach undereducated

The South is faced with an impending shortage of skilled workers needed to staff the factories, farms and offices of the 21st Century. Therefore, the region must immediately take steps to improve the reading, writing, computation and communication skills of adults who are already on the job, according to a new report entitled Literacy is Everybody's Business. The report was prepared for the Southern Growth Policies Board (SGPB) by the Southern Regional Literacy Commission. The Commission is a blue-ribbon panel of prominent Southerners who spent the past year examining the fragmented status of adult literacy efforts in the region.

Because no southern state on its own has the financial or institutional resources to reach and teach the large numbers of undereducated adults, the Commission recommended that the first step should be to establish a regionwide partnership among states, literacy providers, businesses and adult learners themselves to support each states' ongoing efforts. The Southern Literacy Forum will be formed for this purpose.

The collaborative regional Forum will draw upon the resources of the region's most successful literacy programs, distill the essence of which teaching methods work best and make that information available to workplaces and communities across the South.

To ensure an economic development focus for its work and program activities, the SGPB will incubate the Forum's early development. Eventually the literacy network will spin off as a separate entity. The Forum will develop its own agenda; however, to frame the mission, the Commission's report identifies four broad goals.

To build a regional consensus among leaders in government, industry, education and the media on the nature and importance of the South's work force literacy challenge and on the need for concerted action.

Single copies of the full report, Literacy is Everybody's Business: The Final Report of the Southern Regional Literacy Commission, may be obtained for $7.50 from Southern Growth Policies Board, Box 12293, Research Triangle Park, NC 27709, (919) 941-5145.

(See the related article on page 1)

Names in the News

ORVILLE KEAN, former vice president of the University of the Virgin Islands, became president of that institution effective September 30.

RUSSELL B. MUNTFERING was named associate director of the Alabama Agricultural Experiment Station effective September 1.

JOHN T. WOLFE, JR., formerly provost and vice president for academic affairs at Bowie State University recently assumed the presidency of Kentucky State University.
On schedule

FLORIDA RURAL AND NON-METRO COMMUNITY DEVELOPMENT CONFERENCE, November 14-16, Ocala, Florida. For registration information contact: Dehryl R. McCall, (904) 488-9357.

NORTH CAROLINA TIMBER BRIDGE CONFERENCE, November 14-15, Boone, North Carolina. Of benefit to individuals responsible for the selection, design, construction, maintenance or location of bridges. $70 registration fee. For additional information contact Larry Jahn, (919) 737-5579.

48TH PROFESSIONAL AGRICULTURAL WORKERS CONFERENCE, December 2-4, Tuskegee University. The theme this year is "Public and Private Partnership for Rural Development." It is a finale event recognizing the centennial celebration for the 1890 land-grant institutions. Additional information and registration forms are available from Nnam Baharanly, Tuskegee University, Farm Mechanization Building-100, Tuskegee, AL 36088, (205) 727-8464.

SOUTHERN ASSOCIATION OF AGRICULTURAL SCIENTISTS, February 2-6, 1991, Fort Worth, Texas. The 88th annual meeting of SAAS has been scheduled. Hotel reservations should be made with the Fort Worth Convention & Visitors Bureau prior to January 5, 1991. For additional information contact Vernon Boggs, SAAS Secretary/Treasurer, 111 Hutcheson Hall, Va Tech, Blacksburg, VA 24061-0402, (703) 231-8295.

SRDC staff on the way to a parade. Actually, Director Doss Brodnax is on his way to the local Christmas parade and stopped to give the staff a ride. Shown with Doss: Bonnie Teater (left), Shawn Watson, Sherri McPhail, David Miles, Jamie Loyd, Sandy Markley, and Jacque Tisdale.

The parade wagon pictured is Doss' most recent addition to his collection of wagons, buggies, carts and surreys. Not to be one with a cart without a horse, Doss also has Belgium horses, donkeys, mules, goats and ponies trained to pull them all.

While the remainder of the staff have many different hobbies, one thing we have in common: Best wishes for a happy holiday season and a safe, prosperous new year!

RELATING RURAL DEVELOPMENT TO YOUR COMMUNITY
The National Association of Towns and Townships (NATaT) has developed a new database of almost 200 small town economic development success stories. "Thriving Hometown Network," consists of actual case studies where small communities, most under 10,000 population, created local jobs, increased the area's economic base or improved community services and infrastructure.

Each example includes a summary of the specific project; demographic information about the community; a list of the project organizers and participants; an explanation of the project's cost and the funding sources used; an analysis of the overall benefits; the main reasons for the success and any obstacles encountered; and finally, the name, address and phone number of a local contact.

Unlike many other databases, this one does not need a computer for access. An order form allows anyone looking for information about case studies to mark categories in three specific selection criteria: geographic region, population range, and economic development strategy. These strategies include the following:

- Community assessments and developing local organization
- Business retention and expansion
- Downtown revitalization and retail development
- Creating new businesses, home-based enterprises
- Business/industrial attraction and recruitment
- Tourism development
- Education/ economic development linkage, school-based enterprises
- Promotion of community services/infrastructure
- Agricultural diversification

The search and select fee for one economic development strategy is $8 for NATaT members, $13 for others. The entire database is available for $37, members; $74 others.

For additional information and an order form, contact the National Association of Towns and Townships, 1522 K Street NW, Suite 730, Washington, DC 20005, (202) 737-5200.

Pioneer Hillbrd International, Inc.; Tennessee Valley Authority; and the U.S. Economic Development Administration gave support for development of the database.

The annual meeting of the SRDC Board of Directors met in Monroeville, Alabama, October 25-26, as guests of James Bouler, president, Vanity Fair. Mr. Bouler is the private sector member of the Board.

During the business meeting, outgoing vice chair Charles Laughlin, University of Georgia, was elected chair, and Lawrence Carter, Florida A&M University, vice chair. Last year's chair T. Roy Bogle, Oklahoma State University, rotated off the board and will be replaced by James Johnson from Virginia Tech as an extension member.

Other members representing extension in addition to Bogle and Carter are D. S. Pedoe, University of the Virgin Islands; and Nirmal D. Palmertree, Mississippi State University. In addition to Laughlin representing research are members Leon G. Chavous, South Carolina State College; Verner G. Hurt, Mississippi State University; and Jacqueline Voss, University of North Carolina-Greensboro, who was unable to attend.

In other business, the board received the project funding recommendations of a subcommittee of the Southern Regional Rural Development Program Advisory Committee (SRRDPC). Sixty-four proposals were received and reviewed by the subcommittee. After a lengthy discussion and based on the recommendations of the subcommittee, the board funded three extensions and three research proposals. The six proposals are as follows:

**EXTENSION**

Community Leadership and Affordable Housing in Rural Communities, Julia Beamish, Savannah S. Day, Rosemary C. Goss, Virginia Polytechnic Institute and State University; Gwendolyn Jett Brewer, Margaret J. Weber, Oklahoma State University; Jacqueline W. McCray, University of Arkansas at Pine Bluff; Ben R. McManus, University of Tennessee; Gladys Shelton, North Carolina A&T State University; Anne Sweeney, University of Georgia.

Guidebook for Evaluation of Solid Waste Collection, Joseph F. Schmidt, Mississippi State University; Gerald A. Doeksen, Oklahoma State University.


**RESEARCH**

Economic Impact of Attracting Retirees to Ozark Mountain Communities, Wayne Miller, Donald Voeth, University of Arkansas; Mike Woods, Oklahoma State University; Lonnie Jones, Texas A&M University.

Institutional Structure Influences on Progress in Water Quality Management Across Southern States, Patricia E. Norris, Oklahoma State University; Leon Danielson, North Carolina State University; Roy Carriker, University of Florida.

Marketing Channels and Margins for Slaughter Goats of Southern Origin, Frank Pinkerton, Langston University; Lynn Harwell; Clemson University; Nelson Escobar, Langston University.
Community education program hub of self-improvement

Until recently, rural schools were the hub of their communities. Recreational events, community meetings and agricultural training were just a few of the activities that happened at the school in addition to the educational programs. With consolidation, the school ceased to be the focal point in many rural communities. One effect of this change is less citizen involvement in schools and a corresponding change in citizens' attitudes toward education.

In an attempt to improve the quality of education and to alter attitudes toward education in their community, Alvin C. York Institute, a small town rural high school in Tennessee, convinced a local bank to finance a community education program.

In 1985, the program began an effort to provide increased educational opportunities and services for citizens of all ages. Since then, in addition to the bank's annual financial contribution, other businesses, public agencies, parents and volunteers have provided personnel and materials.

Two thirds of the citizens in the county lack a high school education, one third never went past the eighth grade and many lack any formal education. With York Institute serving as the center, programs are now provided in social, cultural and recreational areas. Adults can pursue programs to develop new skills through both vocational and academic courses. Many people are upgrading their skills to qualify for new jobs or for improving the skills for the jobs they now hold.

The goals of the community education program are as follows:

- To attend to meet the cultural and recreational needs of the isolated rural area
- To help replace resignation with hope
- To help gain upward social and economic mobility
- To create, implement and direct a program of learning which will enable all persons to fulfill their unmet learning needs on a lifetime basis

This community education program is an example of people helping people for community improvement, group improvement, and self improvement. Once again the "school" is the hub of community activity.

For additional information on the program, contact Doug Young, superintendent, or Cashier A. Choate, director, Community Education, Alvin C. York Institute, Box 70, Jamestown, TN 38556.


Can U.S. farmers produce gasoline while practicing LISA?

ALTERNATIVE AGRICULTURE: GROWING CONCERNS, is a 18-minute documentary originally seen on national television. It investigates the benefits and drawbacks of low-input, sustainable agriculture (LISA). It explores the question, "Can U.S. farmers produce at a profit while practicing LISA?" $15. Order VTO05 from the Economic Research Service, Box 1608, Rockville, MD 20849-1608, (800) 999-8779.

Gas prices high in U.S., higher in Europe

Since the invasion of Kuwait by Iraq last summer, gasoline prices have been a frequent source of conversation. Talk usually focuses on the increase in price. Most countries that import crude oil have seen price increases greater than those in the U.S. To add perspective to our conversation, some prices (in U.S. dollars) of gasoline from around the world are given below.

<table>
<thead>
<tr>
<th>City</th>
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<th>Sept.</th>
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<tr>
<td>Milan</td>
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<td>Caracas</td>
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Small scale ag pre-session set for SAAS

The Information Exchange Group for Professionals in Small Scale Agriculture will hold its first meeting on Sunday, February 3, in Fort Worth. This will be in conjunction with the annual meetings of the Southern Association of Agricultural Scientists (SAAS). The Information Exchange Group will meet from 1 to 5 p.m. in Texas Room C of the Hyatt Hotel.

The purpose of the Information Exchange Group is to provide an avenue for the free and consistent flow of information among professionals working with small farm audiences in the Southern region. Many of the professionals in the region working with small farm audiences come from different disciplines and different states. This Information Exchange Group will help provide the means for them to share concerns and experiences and to plan and coordinate programs on a regional basis.

The meeting is open to all agriculture professionals with interest in, and/or responsibilities to, small scale agriculture in the Southern region.

The program will include the presentation of new resources becoming available that are targeted to small scale agriculture.

For more information contact the SRDC or Joel C. Plath, Cooperative Extension Service, Box 540, Virginia State University, Petersburg, VA 23803, (804) 524-5491.
Composted garbage boosts pine growth

Florida's Institute of Food and Agricultural Sciences (IFAS), released earlier this year, reveals that composted garbage is a safe and effective soil amendment.

In the summer of 1971, IFAS researchers plowed 200 tons per acre of composted municipal garbage into a four-acre forest plot of the Austin Cary Forest, 10 miles northeast of Gainesville. In December of that year, the IFAS team planted one-year-old slash pine seedlings and monitored their growth. The results showed that compost enhanced growth by 25 percent in diameter, 9 percent in height, and 50 percent in dry weight.

"The growth responses were comparable with what we would expect to achieve using compost," says John Jokela, IFAS forestry professor.

Rural ed presentation proposal deadline nears

The deadline for call for presentations for the "Making Education Part of the Rural Solution: A Vision for the 1990s" is January 15, 1991. The National Conference on Rural Adult Education Initiatives is scheduled for June 20-22 in Kansas City, Missouri. Individuals are invited to submit a proposal for a presentation, panel or workshop.

Aspen, Apple working toward nonprofit network

The Aspen Institute's Rural Economic Policy program is working with Apple Computer in an initiative directed at setting up a national nonprofit information and communication network. Non-profit organizations working on rural poverty, natural resources and infrastructures, and rural development may be eligible for 90 computer systems, software and other equipment donated by Apple Computer. Tax-exempt 501(c)(3) organizations interested in participating in the program must meet the following criteria:

• program emphasizes rural poverty, basic resources, rural policy, and/or rural economic development;
• lacks a computer and resources to secure one;
• participation will add to electronic network;
• has staff and resources to pay for ongoing costs.


In print

1990 Annual Progress Report is the Southern Rural Development Center's annual report of activities and projects. No charge. Order # 136 from SRDC, Box 5446, Mississippi State, MS 30762, (601) 325-3207.

Training and Jobs: Keys to Rural Economic Development—Proceedings of a Regional Conference sponsored by the SRDC Task Force on Innovative Financing Strategies of Infrastructure is their concluding effort to identify innovative financing and delivery ideas and programs. $5. Order # 125 from SRDC, Box 5446, Mississippi State, MS 30762.

Names in the news

ARTHUR L. ALLEN, formerly research director and extension administrator, University of Arkansas at Pine Bluff, in September became dean, School of Agriculture and Applied Sciences and deputy research director at Virginia State University.

STARLENE A. TAYLOR was appointed interim administrator of 1990 extension programs at Tennessee State University October 1. She previously served as associate research investigator for the Cooperative Agricultural Research Program.

CHARLES T. WETHINGTON, JR., formerly chancellor for the University of Kentucky Community College System and University Relations, recently became president of the University of Kentucky.
On schedule

INFORMATION EXCHANGE GROUP FOR PROFESSIONALS IN SMALL SCALE AGRICULTURE, February 3, Fort Worth, Texas. The meeting will provide a means for sharing similar concerns and experiences and to plan and coordinate programs on a regional basis. No preregistration is necessary. For additional information contact Joel C. Plath, (804) 524-5491.

SOUTHERN ASSOCIATION OF AGRICULTURAL SCIENTISTS, February 2-6, 1991, Fort Worth, Texas. The 88th annual meeting of SAAS has been scheduled. Hotel reservations should be made with the Fort Worth Convention & Visitors Bureau prior to January 5, 1991. For additional information contact Vernon Boggs, SAAS Secretary/Treasurer, 111 Hutcheson Hall, Va Tech, Blacksburg, VA 24061-0402, (703) 231-6295.

RURAL PLANNING AND DEVELOPMENT: VISIONS OF THE 21ST CENTURY, February 13-15, Orlando, Florida. Interpreting the new rural scene in a post industrial era is the theme of this national conference. Registration fee of $145 goes to $195 after January 1. For registration information, contact Office of Conferences, University of Florida, 551 IFAS, Gainesville, FL 32611-0551.

REVITALIZED RURAL AMERICA: NEW STRATEGIES FOR THE NINETIES, February 18-20, Athens, Georgia. Innovative rural revitalization efforts, programs and strategies will be shared during this conference designed for university, public and private sector personnel. Registration information is available from Carol Downs, Revitalizing Rural America Conference, Georgia Center for Continuing Education, University of Georgia, Athens, GA 30602, (404) 542-8931.

Southern Rural Development Center
P. O. Box 5446
Mississippi State, MS 39762