Regional recommendations announced by SGPB

Every six years the Southern Growth Policies Board convenes a blue-ribbon panel of experts to assess conditions in the region and formulate a set of regional objectives to promote economic development. Based on its year-long assessment of the regional economy, the 1992 Commission on the Future of the South presented 12 key recommendations to the Southern governors, legislators, community and business leaders and policy analysts attending the Board’s 20th annual meeting in Atlanta, Georgia. The Commission’s goal, as stated by former Board chair West Virginia Governor Gaston Caperton, was to craft a set of regional objectives which would stand at the core of a visionary but pragmatic plan for making the South globally competitive by 1) improving the quality of the region’s human resources; 2) strengthening business enterprises; and 3) creating state-of-the-art public infrastructure.

Former Mississippi Governor Ray Mabus, 1992 Commission chair, introduced the following regional recommendations:

Transforming Governance
1. All Southern governments will empower our region’s people and institutions by encouraging participation and providing meaningful choices.
2. All Southern governments will be more creative, flexible, and accountable for results.
3. The South will have bold, visionary leaders whose concerns are for the greater good of the community.
4. Southern states and communities will act regionally to create opportunities and leverage resources.
5. Black Southerners will participate fully in all aspects of Southern life; and no new racial, ethnic or gender barriers shall be tolerated.

Developing the South’s Resources
6. The South will develop the most positive business environment in the world.
7. The growing metropolitan regions of the South will become models of success.
8. All Southerners will have access to basic health care.
9. All Southern children will arrive at school healthy and ready to learn.
10. Southern education will become our greatest asset, helping our students and workers compete internationally.
11. The South, acting regionally, will develop its infrastructure to the highest standards in the world.
12. The South will increase its commitment to protecting and preserving our natural environment.

The commission’s final report offering strategies and model programs in support of the objectives will be forthcoming in the Spring, 1993.

Special issue seeks health related manuscripts

The Journal of Rural Health invites original manuscripts for consideration for a special journal issue devoted to "Vulnerable Rural Populations: Challenges and Choices for Improving Health Status, Access, and Utilization of Health Care Services."

The issue will strive to:
• evaluate public and private initiatives designed to improve access and use of health system resources;
• critically examine alternative strategies for improving the health status of special populations;
• assess the economic and non-economic barriers to provision of primary, secondary, and tertiary care to susceptible rural populations;
• provide prototypes of alternative health care systems that most effectively and efficiently provide the service needed by vulnerable rural groups; and

• develop methodologies for assessing the quality of health care that is received by disadvantaged rural populations and determine how the quality of care is related to health status.

Deadline for submissions is March 31 with publication scheduled for fall 1993. For additional information or to submit manuscripts contact Michael K. Miller, Editor; The Journal of Rural Health; Center for Health Policy Research; Box 100177; University of Florida Health Science Center; Gainesville, FL 32610-0177; (904) 392-2571.
Persisting rural poverty task force issues phase 1 report

In August 1980, the Council of the Rural Sociological Society authorized the creation of a Task Force to provide leadership, direction, and objective information regarding the factors and dynamics of the society that precipitate and perpetuate rural poverty. This clarification, a task force consisting of nine individuals and a support staff of 13 people was organized. Each working group was asked to assess the task and empirical knowledge in a definable area, to make a critical appraisal of the relevant concepts and evidence, and to prepare a report assessing current thinking and offering corrections where appropriate. The Task Force report consists of a statistical summary of poverty in rural America and the reports of the nine working groups.

Several impacts of the report are already beginning to surface. The University of North Carolina School of Social Work is revising its graduate curriculum to direct more attention to rural poverty; new courses and seminars are being initiated in other universities; and several academic publications have been initiated by Task Force members—three books are under contract, two special issues of professional journals are soon to be launched, and numerous articles accepted for publication.

New Directions - Nearly all of the Task Force Working Groups examined the following three theories: culture of poverty theory, human capital theory, and social disorganization theory. It was found that each of these theories provides useful insights but does not account for the complexities of persistent rural poverty.

The working groups devoted much of their efforts toward creating alternative explanations for persistent rural poverty, the most common were theoretical statements that are innovative and challenging. It is these suggestions of new directions that we have attempted to outline in the following pages.

National Underdevelopment - Two factors are relevant to a comprehensive discussion of rural poverty: investment in human capital; the shift from dependence on agricultural intensification production systems, and the political power of food monopolies. In communities with a limited job base, some may describe education not justified because the job opportunities are nonexistent in the community. At the same time, local school boards may feel pressures to offer fewer courses in business and technology. This may be where the investment in the nation's children's education will disappear when graduates migrate to other communities for work. The strategy must be that the local economic base must reinforce the incentives of individuals to invest in human capital. Managers of rural areas often prefer a low-skill, nonunion labor force. The local school board, however, is in a difficult position. The local school board must make decisions on how much business and technology education is offered, and the tendency is to offer very little for developing interest in local labor market opportunities. The strategy is to focus on generating new investment in the human capital of the current and future generation of workers so that local leaders and by workers is constrained by national disincentives.

Dependency Theory - This theory has a particular relevance for explaining poverty in extractive resource-dependent localized economies. In these economic and political environments, the poor are often living in isolated communities. They are federal agencies that provide services to the poor. This approach suggests that the poor are more dependent on government programs than would be found in other urban areas. It is the argument of the dependency school that poverty is caused by the presence of government programs. The argument is that the government programs create a welfare state that makes it difficult for the poor to work and support themselves.

Community Theory - The community perspective recognizes the deep commitment of rural workers and rural communities to the rural environment. The model of rural sociology has for the past three decades been that the social relations that are integral to the local community. These commitments are formed by the unique experiences of the local community. The model is that poverty is caused by the lack of opportunities for the poor in the local community. This model is advocates of those who argue for the provision of alternative opportunities for the poor to engage in productive activities.

Institutional Theory - The theory emphasizes that the historical context of the poverty is necessary to explain persistent rural poverty. A clear example of this is the role of institutional programs, policies, and practices that characterize rural minority poverty. Major examples include American Indians and Hispanic Americans who are the most severely affected by poverty. The theories of economic development and poverty have been particularly pronounced in areas of economic restructuring, these forces have had a significant impact on the economic and political landscape of these communities, and of exploitive migrant labor markets and their associated columns.

Global Economic Restructuring Theory - The theories of economic development and poverty have been particularly pronounced in areas of economic restructuring, these forces have had a significant impact on the economic and political landscape of these communities, and of exploitive migrant labor markets and their associated columns.
In Print

American Hospital Association has two new publications that pertain to rural health:

- Environmental Assessment for Rural Hospitals 1992, was designed to help hospitals develop strategic planning by analyzing environmental trends, assessing proposals for health care reform, and identifying opportunities and strategies for responding to change. 320 members, 56 committee members. A slide presentation of environmental assessment is also available for $15 per member.

- Increasing Rural Health Professionals focuses on community-based strategies for recruitment and retention of health professionals. It introduces the issues surrounding rural health. Part two discusses building a work force for the future including strategic planning, stipend details, retention, rural training features, and cross-training of health professionals. 20 members, 28 nonmembers.

For both publications and slide presentation, contact American Hospital Association, 840 North Lake Shore Drive, Chicago, IL 60611.

Developing Community Leadership: The Cancer Approach is a handbook that introduces concepts and methods for organizing and implementing local cancer control programs. It includes chapters on getting started, forming a steering committee, determining goals and priorities, program content, budgeting, fund raising, coalition building, and recruiting participants, evaluation, and planning for an ongoing process of leadership development and support. 880 members have been distributed.

Finding and Recommendations, written by Gene F. Summers, Task Force chair. For more information contact Sumners at the University of Wisconsin-Madison: Department of Rural Sociology, 260 Agriculture Hall, 1450 Linden Dr.; Madison, WI 53706; (608) 262-1910.


Help! EPA Resources for Small Government lists financial, technical, and educational assistance available to small communities. It also lists the names and phone numbers of contact personnel for each regional EPA office. A program and activity aimed at benefiting small communities.

Nature-Based Tourism: An Annotated Bibliography provides more than 300 citations from a relatively new field. The publication includes citation and abstract, author, subject, and geographical index sections. Topics include tourism and nature conservation, tourism and recreation, nature tourism, and environmental stewardship.

State, industry in Arkansas win/win collaboration

poverty report continued from page 3

Little that really mattered in terms of eliminating the causes of persistent rural poverty. This failure is attributed to the fact that rural policy has been considered a political tool for strengthening farm or agricultural policy, and the farm lobby's "influence" lobby officials. Congressional committees and commodity groups have been very effective in defending their prerogatives. Conclusion - It is one thing to assess the consequences of policies and to point out the limitations. It is quite another to creatively construct new theoretical directions. That is the challenge that lies ahead.

Success will require that barriers between social science disciplines be dismantled and that segregation of work between urban and rural poverty be eliminated. The membership of the Task Force included anthropologists, sociologists, urban and rural sociologists, as well as geographers. Their accomplishments, as set forth in this report, are a testimony to the potential benefits of interdisciplinary collaboration. Likewise, the attention to comparative work by the Task Force demonstrates the necessity of portraying all faces of poverty onto a single canvas. Urban and rural are no longer defensible as segregated analytical categories. This work on our part is an advanced aspect of a common societal fabric.

This report is the culmination of Phase I of the Res Task Force on Persistent Rural Poverty. Phase II will focus on policy education activities, including a Washington, D.C. conference, several regional conferences, a rural poverty policy guideline book, and university curriculum materials.

The information in this article was taken from a report titled Task Force on Persistent Rural Poverty.
Big waste contributor — who, me?

When working with local laymen or youth on the need for reducing the waste stream, use the following simplistic way to figure amount of household waste generated by individual communities and/or families. Personal illustrations of how much we contribute to the stream will perhaps motivate more of the three Rs: reduce, recycle and reuse.

3.6 Approx. pounds of garbage one person throws away in one day

7 Days a week

25.2 Pounds of garbage one person throws away in one week

4.52 Weeks in a year

1310 Pounds of garbage one person throws away in one year

Population of community (or number in household, etc.)

Pounds of garbage thrown away in one year just in your community name (or by your household).

Capsules is published periodically by Southern Rural Development Center (SRDC) for educators, researchers, practitioners, local officials and private citizens interested in improving the quality of life in small communities and rural areas of the South.

SRDC is one of four regional rural development centers in the nation and focuses specifically on rural problems of the Southern region. Located at Mississippi State University, SRDC provides support to the experiment stations and extension services of 29 land-grant universities in 13 Southern states, Puerto Rico and the Virgin Islands.

Capsules is a forum for sharing plans, seed news articles and information about forthcoming events to the editor.

H. Dearholt

Director

Joceline Tindal

Writer/Editor

Sandy Payne

Editorial Assistant

Mississippi State University does not discriminate on the basis of race, color, religion, national origin, sex, age, handicap/pedigree, or veteran status.

Volume 13 Number 2

GAO publication identifies rural development challenges

In response to a request from Congress, a group of 78 experts in the field of rural development came together for a symposium to systematically identify issues that are affecting or will affect rural America. In reporting the results of the meeting held June 11 and 12, 1992, in Washington, DC, the General Accounting Office (GAO) concluded that Federal Programs to Develop Rural America Faces Many Challenges. The following conclusions of the symposium are outlined in that publication.

"Nationally, many rural areas are in decline. But this reality is often hidden by a still-powerful vision of rural life. Moreover, the political focus remains on critical urban concerns. Under these conditions, the problems of rural America have not been addressed in a coherent, responsive federal policy."

Such a federal policy must be based on a vision of what rural America should be, according to symposium participants. Because an ideal rural America means different things in different places—from the open spaces of Montana to the retirement communities growing near urban centers—this vision may be difficult to articulate. Therefore, a federal vision and the policy that embodies it would not necessarily apply to all rural areas to develop in a similar way. Instead, participants believed that both vision and policy would acknowledge the diversity of rural America and the importance of enabling rural communities to develop their own revitalization strategies.

A federal policy for rural America cannot be designed or implemented, however, without the support of urban and suburban communities. This support can be developed if legislators and others recognize the interdependence of rural, urban and suburban communities: 1) rural areas provide markets for goods and services produced elsewhere, 2) people in urban and suburban areas seek out amenities that rural areas can offer, and 3) all three areas have problems of inadequate education, enterprise development and transportation infrastructure.

Each rural area is also responsible for making the decisions that are right for it. It can do so by recognizing that any effective revitalization effort has to take account of that area's particular problems of remoteness, sparse population and dependence on low-skill, low-wage industry. Rural areas cannot rely on stopgap measures, such as traditional industrial recruitment, to ensure their long-term survival, participants said. The federal role in helping to ensure long-term survival may be one of information and education so that rural communities have the knowledge they need to develop effective strategies.

Such a new federal effort would not be without costs. However, federal funds are already being spent in rural areas—for agricultural support programs and social welfare programs. According to participants, a clear understanding of the problems facing rural America might require a reexamination of the priorities in rural areas to determine if these funds are being spent as effectively as possible to ensure rural America's revitalization.

Order the full report from U.S. General Accounting Office; Box 6015; Gaithersburg, MD 20877; (202) 275-6241. First copy is free, additional copies are $2 each.

Researcher gives seminar on poverty

Problems of poverty in rural areas tend to be neglected; escaping public attention and the notice of policy makers, according to Janet M. Fishen, chair of the anthropology department of Mississippi College and 1992-93 center associate for the National Rural Studies Committee. In a seminar hosted by Southern Rural Development Center to selected extension, teaching and research faculty and graduate students at Mississippi State University, Fishen explained that during two decades of research, she found rural poverty extensive, including groups not previously classified as poor by federal definition. She also found that common misconceptions are that the increase in rural poverty is due to the 1980's farm crisis, and that rural poverty only exists in scattered pockets. Fishen explained, however, that many communities are more dependent on manufacturing employment than farming, and that rural poverty levels have been consistently and persistently higher than in metropolitan areas.

The public needs to be aware of the differences between rural and urban poverty, according to the researcher. Rural poverty has not been adequately researched or received proper attention by policymakers. Fishen believes that policy should be made to address the unique problems in rural areas and not just by the people in the area. "We have to make policies for particular locales." With proper programs and policies in place, Fishen says, many rural communities could adapt to the changes and survive into the twenty-first century.

During her year working with the National Rural Studies Committee, Fishen will do field research and analyze trends in ten states throughout the country. She was in Mississippi touring Delta counties as an "on the scene observer. My purpose is to get to know people first hand and observe how they have defined and acted on their own problems." Endangered Spaces: Enduring Places: Change, Identity, and Survival in Rural America, published by Westview Press in 1991, is Fishen's latest book. The focus is on major transformations under gone by rural America.
The February issue of Governing magazine is a yearbook of state facts and figures. In an article introducing the information presented, Governing notes that the data presented is for the year 1993.

**Governing presents state facts and figures**

Arkansas and Tennessee... Some of the comparisons are surprising.

The following facts have been taken from the two-page spread for the Southern region illustrating rankings for the environment, crime, education, finances, health and political make-up of state legislatures and statehouses.

**Source:** Governing, Vol. 6, No. 5, February 1993.

**ENVIRONMENT**

**Ranks highest to lowest**

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<th>Environment</th>
<th>Solid Waste</th>
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**HEALTH**

**Ranks highest to lowest**

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<th>Infant Mortality</th>
<th>Medical Expenditures (per capita)</th>
<th>Medicaid Recipients (per 1,000)</th>
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**CRIME**

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**Substate regional development, advantages and suggestions**

Promoting economic development on a substate regional basis has emerged as a major strategy for addressing the problems experienced by rural communities. There are several advantages to pursuing a regional approach.

- The population of a substate region is more manageable than the entire state, thus there is a larger pool of individuals with skills in leadership and economic development.
- Regional cooperation offers the potential for pooling a variety of funds and programs.
- Economic growth in one community often benefits neighboring communities instead of proving to be a competitive drain.
- Regional cooperation is a convenient way for states or other agencies to deal with rural areas, increasing the number of rural communities and limited resources.
- Thinking and acting regionally is often a challenge for local leaders who are working diligently on important local issues. Regional economic development efforts may be better coordinated in the region for directing implementation.

**Source:** Governing, Vol. 6, No. 5, February 1993.

- Hold public meetings to obtain ideas and generate support.
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Public view of rural America idealistic with drawbacks

An idealistic view of rural America continues to capture the public's imagination, in spite of the highest level of national pessimism in the last 20 years. People ascribe to rural Americans the traditional values that helped build the nation—resourcefulness, civic pride, family orientation, concern for neighbors, honesty, and friendliness. Rural Americans describe themselves in much the same way.

This profile, along with a less rosy picture of rural America as the land of opportunity, emerges from the results of a major national opinion survey of public attitudes toward rural America. This was conducted by The Roper Organization in February for the National Rural Electric Cooperative Association (NRECA).

Along with a cherished traditional view of life in rural America, the public indicates that the countryside may have its drawbacks—over and above a lack of cultural activities, for example. Rural Americans are thought to have fewer opportunities "to achieve the American Dream" than any other group asked about, including recent immigrants and blue-collar workers. Loss of family farms and closing of small businesses are seen as threats. Big-city problems like crime and drug abuse are believed to be making inroads into the country, and few people agree on the best way to respond.

Public frustration and pessimism about the direction in which the country is headed was confirmed in the survey. However, the public's outlook for their own communities is generally more positive.

Rural Americans live mostly in the South (48 percent) and the Midwest (34 percent). They have a higher level of voter registration (81 percent vs 71 percent) and a lower median income ($25,200 vs $31,200). Rural Americans are more politically conservative than the nation as a whole, with 53 percent calling themselves conservatives compared with 41 percent nation-wide. They're less likely to be married (65 percent vs 60 percent), and they tend to be older, 30 percent of the rural population is over 60 compared with the national rate of 22 percent.

For more information on the report, "Public Attitudes Toward Rural America and Rural Electric Cooperatives," contact the Public Relations Division CD#-46, NRECA, 1800 Massachusetts Avenue NW, Washington, DC 20036.


Rural development most successful when community-based

Given that a community—not outside forces or any strategy—have determined its destiny, rural development is most successful as a community-based approach. The approach to rural development should be community-based for a number of reasons.

First, rural communities are very diverse. No single strategy or program can meet all their unique needs. Second, rural communities' distinctive character can make them more competitive in the global economy, so they must capitalize on their uniqueness. Third, people in a community know the most about their own needs and assets and can best determine what direction their rural development efforts should take and what destiny they want to achieve. Finally, it is critical that the community have "own- ership" of their rural development strategy. For any strategy to be both effective and meaningful, there must be a local commitment—a "buy in"—to the strategy.

Rural communities should be more supportive of a strategy that local citizens can develop to support the citizens' goals and visions for their community.

A community-based strategy requires all residents to clearly define what the community—recognition of who or what the community is—amounts to. The sense of community among residents historically in rural areas, people formed communities to build the schools, raise the barns, worship at the churches, and join together at social functions. While people in rural areas still gather together to worship and to socialize, often the sense of community has been weakened by greater mobility, fewer shared interests, and emigration of rural residents to urban suburbs. At the same time, as residents commute to jobs and shopping, the traditional community may have broadened.

Given these changes, local leaders must develop a sense of community about what defines the community. They must be inclusive, rather than exclusive. They must recognize the geographic, economic and social pat- terns and traditions that define the community.
Community spark key to downtown rejuvenation

The spark to develop a downtown area has to come from within the community according to John Lewis, key-note speaker at the 1992 Heartland Economic Development Conference. For Fayetteville, Arkansas, the spark came from a partnership between public and private interests with banks in the leadership position. Lewis explained how the partnership of hard work and leadership stimulation created the opening of several banks and businesses in downtown Fayetteville including:

- 5 million University of Arkansas Center for Continuing Education
- 810 million Hilton Hotel
- 33.5 million First Place Building of First Federal
- 44 million McIlroy Tower
- 51.5 million Old Post Office
- 88 million First National Bank
- 81 million Southside Building
- 126,000 gardens of the square

Without the spark, downtown development depends on "divine intervention and blind luck," joked Lewis, president and CEO of Bank of Fayetteville.

The spark was kindled in 1972 by Goals for Fayetteville, a broad effort consisting of about 40 open meetings to discuss citizens' aspirations for their town. This effort was a key step in the intense, privately-funded planning initiated to determine the best strategy for Fayetteville's future.

Ten goals were identified from the meetings. Four of the goals were brick and mortar; the remaining six were attitudinal. The goals included:

1. Improved streets and sidewalks between the town, the University of Arkansas and the surrounding communes, improved transportation, and a commitment to help rebuild the heart of the city.

2. After an in-depth study, it was determined that the most under-utilized and potentially most valuable asset in Fayetteville was the university. Thus, the University of Arkansas Center for Continuing Education, became the economic center of the rebidding effort.

The next step in providing for downtown development took shape as two banks, one savings and loan, and five individuals created and invested in what was to become the first community development corporation in the United States allowed to develop a piece of commercial real estate. This investment created a ripple effect, causing retailers and other businesses to locate downtown in order to be a part of the successful rejuvenation of the city's heart.

Korschning resigns; NCRCRD seeks director

Peter F. Korschning, director of the North Central Regional Center for Rural Development (NCRCRD), Iowa State University, has resigned effective June 30, 1993. Korschning plans to devote more time to writing and research as he resumes full-time duties in the Department of Sociology. Following is a job description for the position to be vacated by Korschning.

The director of the North Central Regional Center for Rural Development and, as associate or full professor in the Department of Sociology (12 month, non-tenured position). As one of four regional centers, the NCRCRD works with 12 states in the North Central region in coordinating rural development research and education programs. The director (3/4 time) is responsible for carrying out policies established by the Board of Directors; managing the Center's budget, activities and programs; and promoting the Center's mission, capabilities and program impacts with primary funding organization; and providing financial supporters and clientele. In addition to serving as director of the NCRCRD, the director included some appointment in the Department of Sociology, conducting research and teaching, which is relevant to rural development.

Position required: Ph.D in Sociology/Rural Sociology or a closely related area, and three to five years of faculty appointment, training and experience in rural development, and an established record in research extension. Preferred qualifications include an established record of grant writing, knowledge of the USDA grants/synergies administration.

Send a letter describing academic interests and administrative philosophy, vitae, three letters of recommendations, and materials demonstrating accomplishments and writing skills to: Vern Rynn, chair of NCRCRD Search Committee; Department of Sociology; 107 East Hall; Iowa State University; Ames, IA 50011. Applications and materials of protected classes are encouraged. Application deadline is April 20, 1993, or until position is filled.

Names in the news

GEORGE ENLOW was recently appointed administrator 1890 Extension Programs, Lincoln University. Enlow succeeds Rufus Jones who has a new assignment.

TOM RODGERS was recently named assistant director-county operations, University of Georgia. He formerly served as assistant director, 4-H and youth. DON COWAN is acting assis-
tant director-4-H and Youth.

ISTEA workshops focus on legislation, opportunities

If America wants to compete in today's increasingly global economy, rural and small urban areas must move quickly to develop a safe, efficient and effective transportation system. The Interstate Surface Transportation Efficiency Act of 1991 (ISTEA), a six year, $151 billion spending measure is addressing this need by giving states and local governments more highway and transit planning money. The workshops offer a more leeway in determining how the funds are spent than in the past. Several regional workshops was designed to inform rural and small urban officials of the impact of the legislation. The regional rural development centers coordinators eight workshops to bring federal officials together with state and local leaders to discuss opportunities specific to their area. In the Southern region, attendance was high at workshops held in Atlanta, January 21-22, and in Dallas, February 17-18; 120 and 96 participants respectively. General sessions addressed the specific transportation needs of rural and small urban economies. In addition to learning the impacts of ISTEA on these areas, workshop participants had the opportunity to share experiences and problems with experts and peers during breakout sessions. A transportation finance area was set aside for the latest research findings from the Strategic High-Way Research Program, the Department of Transportation and Agriculture.

Source: American Association of State Highway and Transportation Officials in Governing, Vol. 6, No. 5, February 1993

SRDC Board expanded; new members named

During the October 1992 annual meeting, the SRDC Board of Directors expanded their membership to include the managing director of the Farm Foundation. Walker Armburner, who previously served as adviser, became the tenth member of the Board, effective October 1, 1992. In other action during the meeting held on the campus of Florida A&M University, Jacksonville, Florida, was elected to the Board as the private sector representative. Milan T. Svetlik, who previously served as treasurer, was elected to the Board as the private sector representative. Milan T. Svetlik, who previously served as treasurer, was elected to the Board as the private sector representative. Milan T. Svetlik, who previously served as treasurer, was elected to the Board as the private sector representative. Milan T. Svetlik, who previously served as treasurer, was elected to the Board as the private sector representative. Milan T. Svetlik, who previously served as treasurer, was elected to the Board as the private sector representative. Milan T. Svetlik, who previously served as treasurer, was elected to the Board as the private sector representative. Milan T. Svetlik, who previously served as treasurer, was elected to the Board as the private sector representative.

Rural development continued from page 1

devise its own vision and strategy for rural development, because each rural area is unique and faces a different set of challenges and liabilities. But while no one "cookie-cutter" strategy will work, all community-based rural development strategies should have the following basic characteristics:

Represent a broad segment of the community.
Recognize the resources and limitations of the community.
Recognize all assets of the community—physical, financial, and human.
Capitalize on the unique resources and skills of residents.
Complement the community's quality-of-life objectives, and
Include a vision for the community with specific goals and objectives.

These are the local elements of a community-based rural development strategy that will have a successful community approach, however, state and federal agencies and the private sector must also take actions that recognize and support the uniqueness of each community.


EARTH DAY APRIL 22
Education good strategy—not necessarily for ec development

Many rural policy-makers have suggested that the key to revitalizing rural areas is an improvement of the rural education system. A recent study by the USDA's Economic Research Service suggests that this strategy may not be as effective as previously thought. The study found that higher wages, which make the less attractive to business, have a greater impact on the area's natural amenities. It remains true that rural areas are lagging behind urban areas and continue to attract relatively low-skilled, routine production work. This is an unfortunate economic niche rural areas are filling. If education were the bottleneck preventing job growth in rural areas, development policies would be more effective. Education, based on these ERS studies, does not appear to be the source of the bottleneck.

Mid South Foundation hosts orientations

Arkansas, Louisiana and Mississippi leaders formed The Foundation for the Mid South to work toward providing long-term, private and innovative approaches to the regions problems common to all three states. The Foundation works primarily in three program areas: economic development, and families with an emphasis on early adolescence.

The Foundation acts as a convener, broker and a grantmaker. It provides a bridge between organizations in the region that do not know each other, and links these organizations to resources.

The Foundation is hosting four regional community orientation sessions in May:

- Introduce The Foundation to key leaders and communities as a potential partner to promoting positive change in the region;
- To acquaint the region's leaders with The Foundation's goals, guiding principles and programs; and
- To familiarize communities with the rules and resources The Foundation has in place to provide as.

The Mid South Foundation is a regional partner with community based initiatives in the Mid-South.

The sessions will begin with registration at 8:00 am and end at 4:30 pm on the following days at the locations listed below.

May 12 at Washington County Convention Center, Greenville, Mississippi.
May 14 at West Monroe Convention Center, Monroe, Louisiana.
May 19 at Mid South Community College, West Memphis, Arkansas.
May 21 at Pontchatrain Center, New Orleans, Louisiana.

There is a $10 fee to cover costs of meals, lunch and materials. All individuals must preregister. For complete registration information contact The Foundation for the Mid South, 633 North State Street, Jackson, MS 39202; (601) 355-8167; FAX (601) 355-6469. Participants are urged to attend as a member of a community team. (See related article on page 20.)

Capruses

Southern Rural Development Center

Volume 13 Number 4
April/May 1993

Going...going...get 'em; they're almost gone

There have been a few days of warm weather, early flowers are blooming, and there's some daylight left after work. It's close enough to Spring to do some cleaning out. Old SRDC publications must go! Due to space limitations, materials published before 1990 no longer will be stocked. Remaining copies of the following publications are available free of charge. However, you must pay shipping costs. Supplies are limited so each request might not be filled fully. Order single copies only but note if you want multiple copies. After the initial offering, if copies remain, requests for multiple copies will be honored. (The smaller the number, the older the publication.)

SRDC No.

53 Survey of Use-Value Assessment Laws in the South
57 Regulatory Reform Impact on Rural Banking & Credit
65 Southern rural Development Research in the Land-Grant System Since 1970
66 Non-Market Valuation: Current Status, Future Directions
69 Differential Assessment of Agricultural Resources
73 Retention of Farmland (SNREC)
78 Farmland Retention in the South, 1989

Publications remaining after May 15 will be recycled.

83 Farm Real Estate Market
85 Analysis of Characteristics of Rural Water Systems and Households Within Rural Water Systems
86 Food Security Act of 1985 Impact for Extension Farm Management, Marketing and Policy Programs in the South
89 Managing Exhaustible Resources (SNREC)
93 Forest Management and Use of Marginal Agricultural Land in the Southern Region
97 National Rural Entrepreneurship Symposium
98 Risk and Natural Resources (SNREC)
106 Southern Agriculture in a World Economy
108 Southern Agriculture, International Trade and You
113 Global Advantage of the South in Forestry and Forest Products
114 Framework for Identifying Rural Agribusiness Centers
116 Fee Fishing as an Economic Alternative for Small Farms
117 Building Partnerships for People
119 Financing Infrastructure in Rural America
121 Agriculture Water Resources in the South: Current Initiatives; Future Challenges
122 Farm Policy Opinions of Southern Farmers in 1989

H. Doss Brodnax
Director
Jacqueline Tielle White/Editor
Sunie Payle
Editorial Assst.

Mississippi State University does not discriminate on the basis of race, color, religion, national origin, sex, age, handicap, citizenship, or veteran status.

Alabama • Arkansas • Florida • Georgia • Kentucky • Louisiana • Mississippi • North Carolina • Oklahoma • Puerto Rico • South Carolina • Tennessee • Texas • Virgin Islands • Virginia
Balanced need in ecotourism plans

A grounds swell of popularity for "ecotourism" has developed due to the growth of knowledge of environmental issues. With increasing awareness of environmental issues, ecotourism is not something to be entered into for the sole purpose of profit. According to "Planning for Ecotourism," by Melvin Johnson II, a land use and environmental planner, in the April issue of Environment & Development, ecotourism should be used as a tool to preserve natural areas that might otherwise be unprotectable.

What many communities are learning is that ecotourism carries with it the blessing and burden of environmental preservation. Without the environment, ecotourism couldn't exist; conversely, without the financial support ecotourism can generate, some environment resources cannot be protected. It is understanding and using this dualism that presents the greatest challenge.

According to the article, the inherent problem in ecotourism planning is finding the balance between two seemingly conflicting objectives: preservation of natural resources and public use of that same environment.

There are seven "street strokes," Pittman Center, Tennessee, is working to define from the six primary aspects of a National Park. Local residents have formed a cooperative with a National Park Service, Forest Service, and the Tennessee Department of Conservation, to plan according to the guidelines of a report. Environmental Planning, a group that contains representatives of various environmental interests, has been working with the National Park Service to prepare a report for publication. The report includes guidelines for the management of the park, and it will be available to the public in the near future. The report also contains guidelines for the management of the park, and it will be available to the public in the near future. The report also contains guidelines for the management of the park, and it will be available to the public in the near future.
Larger disasters favor Southern region in '92

Three of the top five disasters in 1992 were in the Southern region. The Federal Emergency Management Agency (FEMA) ranked the following 1992 disasters according to total federal funding spent on the disaster aid.

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<tr>
<th>Disaster</th>
<th>State</th>
<th>Total Federal Funding (in millions)</th>
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<tr>
<td>Hurricane Andrew</td>
<td>Florida</td>
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<tr>
<td>Hurricane Iniki</td>
<td>Hawaii</td>
<td>174.0</td>
</tr>
<tr>
<td>Hurricane Andrew</td>
<td>Louisiana</td>
<td>129.8</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>California</td>
<td>122.3</td>
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Wages are the main, and often only, source of income for the majority of the income-earning rural population. For many workers, employees benefit are an important supplement to their wages. The authors therefore suggest that wages and benefits are relevant considerations in the design and evaluation of rural development strategies.

Decisions for Health Initiative introduced in national workshops

The Decisions for Health National Extension Initiative was recently introduced at two workshops by the Health Initiative Management Team. The meetings were sponsored by the four regional rural development centers, the Farm Foundation and the W.K. Kellogg Foundation. One workshop was held in Atlanta, Georgia; Kansas City, Missouri, was the second site.

Fifty-eight participants representing 26 states attended the Southern Extension personnel from 20 of the 29 land-grant institutions in the region attended one of the training sessions.

The objectives of the workshops were to increase participants' awareness and understanding of the Decisions for Health National Extension Initiative. The program included an overview of the Initiative, an indepth look at issues and options under consideration for national health care reform, and the principles of public issues education programming.

There was an urgency expressed, by many attending the Southern meeting, for information on reform issues and options and the need to similarly inform district and county staffs.

Southern regional participants will discuss health reform issues with their respective state's administration and report via conference call to plan further regional efforts. Satellite training of district and county staffs in the initiative issues is one option being discussed.

In a joint letter announcing the ECOP-ES approved Initiative for the Extension Service, ES Administrator Myron Johnrud and ECOP Chair Zette Carpenter (Director, Texas AES) said, "With national health reform a major national issue, with numerous stakeholders identifying health education as a priority need, and with passage of the Rural Health and Safety Education Act of 1990, we believe this Initiative is right on target. It has the potential to strategically position the CES as a leader in health education and health policy education, at state and local levels throughout the nation."
Lessons revealed for small business success

The ingenuity of rural entrepreneurs and how effectively they are able to exploit resources and technology to maximize rural advantages makes a difference in the success or failure of every small town business. This is one of the findings of a recent research study at the Heartland Center for Leadership Development.

In a year long study of entrepreneurial activities in small towns in Nebraska, researchers conducted more than 50 business interviews and made nine site visits. What's Behind Small Business Success is the report of the project. The study was undertaken to identify characteristics and practices common to small businesses that are thriving in rural areas.

Listed below are the seven lessons for small business success revealed by the study.

Access Research and Financing—Successful small businesses use a variety of research methods and sources of financing.

Owners seek advice from a variety of sources. Other area business leaders and take advantage of library facilities to investigate opportunities and obtain information. They attend seminars, trade shows, association meetings and other gatherings to gather information from other entrepreneurs.

Small businesses have resourceful financing tactics such as using funds from families and friends or "mentor financing," when a business owner or a group of owners finances a business in the community. Some businesses make use of financing through agencies such as the Small Business Administration.

Know the Market—Successful small businesses repeatedly test the market in small ways that help to keep the business current and flexible in responding to changes. Still others develop a niche or special section of a larger market. Identifying a niche market is one way to establish a place in the competitive environment that exists for small businesses.

Maintain Customer Satisfaction—Maintaining customer satisfaction is a key factor in the success of a small business. Adding the personal touch to sales and service delivers a competitive edge with customers and clients, making sure that each interaction adds to the relationship and emphasizing quality as well as service are all ways small businesses can develop loyalty. Successful small businesses continuously check on customer satisfaction, either formally through surveys and questionnaires or informally by questioning customers.

Invest Both Time and Money—Successful small businesses typically reinvest a large portion of profits back into the business. This may include projects such as remodeling facilities or investing in equipment. New businesses often provide minimal personal investment at first because profits must be reinvested. Long work hours are the norm. Even if a business began as a hobby, as an ongoing enterprise it requires enormous personal attention and focus.

Recognize Competitive Advantages—Small businesses need to take an inventory of their strengths and weaknesses. The ability to know what the business is good at and recognize the areas that need improvement provide the framework for future planning.

Scanning the trends that will have an impact on a small business means keeping up to date—not just on the industry, but also on local, regional and national news and activities in general. Successful small businesses do not ignore changes in society. Their ability to respond quickly to new developments in the business environment allows them to take advantage of opportunities.

Take Qualified Risks—Small business owners must take risks. The potential risk to take qualified risks is the result of strategic planning that allows the small business owner to match strengths with opportunities and make decisions that are based on careful thought, not impulse.

Successful small businesses are guided by long-term plans. Such a long-term plan may be focused on establishing stability rather than projecting rapid growth or expansion, but the plan still helps to paint a vision of the future that a direct decision making and risk taking.

Exploit Resources and Technology to Maximize Rural Advantages—Successful small businesses find ways to make the most of their rural location.

In terms of a labor force, this may mean using part-time workers or flexible hours to accommodate seasonal work or other off-may work.

Technology has made many small businesses successful in small towns. The use of telemarketing services, catalog sales, fax machines and commercial online shipping make capabilities available at minimum cost to ensure that businesses can be conducted in rural areas.

What's Behind Small Business Success is available for $18 from Nicki Zangari, publications editor; Heartland Center; 9411 Chamberlain Drive, Lincoln, NE 68508; (800) 927-1115.


NAT’s offeres guidebook for safe drinking water

A guidebook for local officials provides information for keeping small communities drinking water affordable and safe.

Tapping Your Own Resources: A decision-maker’s guide for small town drinking water is aimed at managers of small systems fewer than 3,300 people and very small systems fewer than 50 people. The book describes water systems, both elected and volunteer.

Produced by the National Association of Towns and Townships National, the guidebook provides management techniques that will help communities avoid many common experienced problems. It clarifies local officials responsibilities under the Safe Drinking Water Act, describes logical regarding drinking water and utility finances and management; outlines ways to gain community support for higher water rates; and tells officials where to find no-cost low-cost assistance, grants and loans. Appendices list state agencies, addresses and telephone numbers of federal and state agencies and organizations that can provide assistance.

Copies are available to NAT members for $7.95; others pay $14.95. Order from NAT, Suite 800C, 1822 K Street NW, Washington, DC 20005; (202) 737-6200.

The future belongs to those who believe in the beauty of their dreams.

—Eleanor Roosevelt

Population becoming old, older

Nationally, the number of persons 65 and older increased about 22 percent from 1980 to 1990; elderly population as a percentage of the total is projected to rise from its 1980 level of 11.3 percent to 13.0 percent by 2000. The number of persons 85 and over is expected to experience strong growth, nearly doubling between 1990 and 2010.

In the In Print section on this page, national and state figures on the changing elderly population are included in Six-Fifty Plus in America, a special study conducted by the U.S. Census Bureau as part of its Current Population Reports series.

The percentage and projected percentage of Southern states populations 65 and over is expected to increase from 1990 to 2010, are listed below.

Percentage of Southern States Populations 65 years and Over and 85 Years and Over, 1980-2010

<table>
<thead>
<tr>
<th>State</th>
<th>1980</th>
<th>2000</th>
<th>2010</th>
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<tbody>
<tr>
<td>AL</td>
<td>11.3</td>
<td>12.9</td>
<td>13.4</td>
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<td>AR</td>
<td>13.7</td>
<td>14.9</td>
<td>15.1</td>
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<td>FL</td>
<td>17.3</td>
<td>18.3</td>
<td>19.3</td>
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<tr>
<td>GA</td>
<td>9.5</td>
<td>10.1</td>
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<tr>
<td>KY</td>
<td>11.2</td>
<td>12.7</td>
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<tr>
<td>LA</td>
<td>9.6</td>
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<td>12.1</td>
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<td>MS</td>
<td>11.0</td>
<td>12.5</td>
<td>12.7</td>
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<tr>
<td>NC</td>
<td>10.3</td>
<td>12.1</td>
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<td>OK</td>
<td>12.4</td>
<td>13.5</td>
<td>14.5</td>
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<td>SC</td>
<td>9.2</td>
<td>11.4</td>
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<td>TN</td>
<td>11.3</td>
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<td>TX</td>
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<td>VA</td>
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<td>10.7</td>
<td>11.2</td>
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<tr>
<td>US</td>
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<td>12.6</td>
<td>13.0</td>
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</tbody>
</table>

Of all the people who have lived to age 65 in the history of the world, more than half are alive today.

Names in the news

JAMES EDWARDS has resigned his position as administrator, Tennessee State University.

DIXON HUBBARD, international marketing and agriculture sustainability, ES- USDA, will retire June 30.

The future belongs to those who believe in the beauty of their dreams.

DENVER LOUPE, director, Louisiana Cooperative Extension Service, will retire effective June 30 but will remain with LSU Agricultural Center as director of development.

BIll PARK has taken leave from the series, development, Economics, University of Tennessee, to accept a one-year appointment as center associate for the National Rural Utilities Council with the Ministry of Agriculture in Russia.

Conference to offer three pathways from poverty

Poverty is a drain on the economy of the South and the nation, as well as a source of agony for impoverished individuals and families.

This quote from Gene Summers, chair, Task Force on Persistent Rural Poverty, Rural Sociological Society (RSS), offers a good rationale for reducing poverty.

Summers and RSS task force members joined with the SRDC Task Force on Poverty in planning Pathways from Poverty, a workshop planned for September 20-22 in Memphis. The focus of the meeting will be on three possible pathways from poverty:

1. education and human capital investment
2. work and income, and
3. health and families.

First Lady Hillary Rodham Clinton and Secretary of Agriculture Mike Espy are invited keynote speakers. Both have expressed a strong interest in the subject and the meeting.

Plenary session confirmed speakers include Cathy Novinger, senior vice president, SCANA Corporation, Columbia, South Carolina; William O'Harra, University of Louisiana; Aaron Shively, Jackson/Hinds Comprehensive Health Service Center, Jackson, Mississippi; and former Governor of Mississippi William Winter.

State teams will represent the 13 Southern states at the workshop. Teams are to create a vision of what might be done in their states with implementation activities planned for the three pathways.

The workshop is sponsored by RSS and SRDC with financial support from the W.K. Kellogg Foundation and the Farm Foundation.

The SRDC Task Force on Poverty is the latest regional task force convened by the Center. Members plan three activities to supplement the Memphis meeting:

1. distribute a paper containing demographics of poverty in the region,
2. review state reports developed during the state team meetings to identify common themes, and
3. prepare a proposal for financial support for activities suggested by the conference work groups.

Wallace Goddard, Auburn University is chair; other members are:

Linda Cook, University of Florida
Mark S. Henry, Clemson University
Rogelio Saenz, Texas A&M University
Molly Killian, University of Arkansas
Yvonne Oliver, Fort Valley State College
Joachim Singmann, Louisiana State University
Oscar M. Williams, Virginia Tech

National extension initiative conference supports "Communities in Transition"

A regional meeting addressing issues of the National Extension Service Initiative, Communities in Economic Transition, was held June 15-17 in Atlanta, Georgia. All 13 Southern states were represented. A majority of the 158 participants were from 1862 and 1890 Cooperative Extension Services—with about 40 percent of them being regional and county staff.

Private sector representatives and USDA personnel from several agencies, such as Rural Development Administration, also attended.

General sessions concentrated on strategic planning for economic development, enterprise development and business assistance, and competitive-ness and marketing skills. Four breakout group sessions addressed various added manufacturing, recreation/ tourism, home-based businesses, and retail development.

State team sessions discussed the National Initiative and its future impact on individual states.

Financial support was provided for the conference by SRDC, ES-USDA, and Farm Foundation. SRDC also facilitated the arrangements including all aspects of registration and material preparation, printed the participant notebook containing handout materials and will publish a proceedings with executive summaries of the presentations.

This is another in the continuing effort of the Center to provide educational programming in support of Extension's national initiatives.

Alabama • Arkansas • Florida • Georgia • Kentucky • Louisiana • Mississippi • North Carolina • Oklahoma • Puerto Rico • South Carolina • Tennessee • Texas • Virgin Islands • Virginia
Nash talks to SLC—USDA reorganization on for Fall

The agriculture and rural development committee of the Southern Legislative Conference, recently learned that reorganization plans for USDA are to be announced this fall. At their meeting in Mobile, Alabama, committee members were told by Bob Nash, undersecretary for agriculture for small community and rural development, that national state reorganization plans probably will be announced in September. Local level reorganization plans will not be announced until October.

Nash said officials in the department are still receiving input from local agricultural officials and presenting ideas to Secretary of Agriculture Mike Espy.

The undersecretary said that reorganization will begin in Washington and will result in fewer divisions and fewer employees. The USDA presently has 42 divisions with approximately 10,000 employees in the capital.

In outlining a few of the plans, Nash said some goals of the reorganization are:

- to locate offices of various agencies at the same location in order to use the same resources, especially computer systems,
- to create common service areas for the field offices of USDA, and
- to provide cross-trained personnel capable of serving several agencies.

Nash said reorganization will help USDA employees think as a team—with teamwork approaches to solving problems—rather than as members of competing agencies.

Lack of health insurance coverage remains a concern

Lack of health insurance coverage was an important issue in the 1992 elections and remains a concern for all Americans. Most of the uninsured are working-age adults and children since virtually all of the nation’s elderly are covered by the Medicare program. The most recent data from the Current Population Survey (CPS) give indication of the status of health insurance coverage in 1991. Most nonelderly insured had coverage provided through employers or unions for active and retired workers and their families, but employment-related coverage was less common in rural areas. Most rural workers were more likely to be employed by small firms which were much less likely to offer health benefits than large firms. Many states have recently adopted measures to improve access to health insurance for small businesses, including regulatory reforms, financial subsidies, and the formation of "risk pools" of uninsured individuals and companies, but the new measures have yet to increase the coverage rate among small-firm workers.

Since 1987 the rural rate of insurance coverage remained essentially constant while the urban coverage rate declined—making a rural-urban gap insignificant by 1991 with 83 percent coverage for rural nonelderly and 84 percent for urban nonelderly. SOURCE: Rural Conditions and Trends, Economic Research Service- USDA, Vol. 4, No. 1, Spring 1993.

Employment-related coverage of workers

Small-firm workers had lower coverage rate than large-firm workers.

<table>
<thead>
<tr>
<th>Employment-related coverage of workers</th>
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<tbody>
<tr>
<td>Metropolitan</td>
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<td>----------------</td>
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<tr>
<td>Percent with coverage</td>
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<td>Large firms (250 workers)</td>
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<td>Metro</td>
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<td>90</td>
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<tr>
<td>80</td>
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<tr>
<td>60</td>
</tr>
</tbody>
</table>
Capsules is published periodically by Southern Rural Development Center (SRDC) for educators, researchers, practitioners, local officials and private citizens interested in improving the quality of life in small communities and rural areas of the South. SRDC is one of four regional rural development centers in the nation and focuses specifically on rural problems of the Southern region. Located at Mississippi State University, SRDC provides support to the experiment stations and extension services of 29 land-grant universities in 13 Southern states, Puerto Rico and the Virgin Islands.

On schedule

American Agricultural Economics Association (AAEAE), August 1-4, Clarion Plaza Hotel, Orlando, Florida.

Community Development Institute, Louisiana State University, Baton Rouge, Louisiana.

Rural Sociological Society, August 8-11, Lake Buena Vista, Florida.

Southern Extension Program Leaders Committees Meeting, August 31-September 2, New Orleans, Louisiana.

FRANKLIN JACKSON will serve as interim director of the Division of Agriculture, Research, Extension and Applied Sciences at Alabama A&M University. The position was previously held by SAMUEL DONALD who accepted the position as regional research director for the Association of Research Directors of the 1890 Land-Grant Institutions and Tuskegee University.

JOHN LEE, JR. has announced his retirement as commissioner, Economic Research Service-USDA, and his acceptance of a position at Mississippi State University as assistant professor, Department of Agricultural Economics.

ERIC THUNBERG has resigned from the University of Florida.

The Department of Agricultural Economics at Virginia Tech has been changed to DEPARTMENT OF AGRICULTURE AND APPLIED ECONOMICS.

JAMES WISE recently retired from the University of Georgia after serving 32 years.

Capsules is a forum for sharing news articles and information about forthcoming events to the editor.

H. Doris Brodnax Director
Jacqueline Tisdale Writer/Editor
Sandy Payne Editorial Asst.

Mississippi State University does not discriminate on the basis of race, color, religion, national origin, sex, age, handicap/disability, or veteran status.

In recent years questions relating to education and the quality of public schools have become increasingly prominent in discussions of rural community development.

With this in mind, a recent Southern Rural Development Center (SRDC) publication, Education in the Rural South: Policy Issues and Research Needs, provides an overview of issues related to education in the South. Existing research findings are reviewed with respect to relationships between student performance and the quality and quantity of school, family and community inputs into the educational process.

In addition to reviewing research findings and highlighting policy issues, descriptive data are provided on enrollment, numbers of school districts and revenues and expenditures for the Southern states. The publication also lists data sources for those interested in information at the school district level.

More than 3200 of the nation's 15,387 school districts are located in Southern states and together enroll approximately 33 percent of the total students. District size and organizational characteristics vary widely from state to state. Several Southern states have school districts with fewer than 100 students, and most states also have very large districts. In Texas, for example, the smallest school district has only five students while the largest has more than 190,000 students. Data are not available on numbers of rural students, but the metropolitan/nonmetropolitan population mix of Southern states indicates the South is more rural than is the nation and is likely to have a larger proportion of students in rural schools. The extent to which rural schools differ from urban schools and the way in which such differences influence educational outcomes remain open questions.

For education in general, the relationships between school inputs and educational outcomes have been examined extensively, but results are far from clear. Significant problems exist with attempts to define and measure educational inputs and outputs, and current research finds little in the way of consistent relationships between educational inputs and commonly accepted measures of school quality. Identifying and evaluating effective programs and organizational changes appears to be a high

Sustainable ag workshop builds coalitions

A Southern Region Sustainable Agriculture Workshop was held March 7-9 at Callaway Gardens in Pine Mountain, Georgia. The workshop was originally proposed and sanctioned by the Southern Region Extension Program Leaders in Agriculture and Natural Resources. In addition Southern Research and Extension directors approved the activity as a Southern Region and Research Activity Conference (SERA-C).

Written evaluations strongly indicated that the primary objective of the workshop was attained — to build state coalitions to address sustainable agriculture. Follow-up activities are being planned by state teams in several individual states.

Additional benefits were enhanced understanding of the sustainable agriculture concept, sharing of educational materials, and presentations of sustainable agriculture research being conducted in the region.

One-third of the participants were farmers. About 40 percent of the participants represented university research and extension programs.

Commodity organizations, farm organizations and other non-profit organizations comprised about 12 percent of the attendees.

Chairmen of the workshop were Drs. Roger Crisener, North Carolina State University; and Joe Waldum, University of Arkansas.

Programming and financial support were provided by the following organizations: Cooperative State Research Service, USDA; Cooperative Extension Service, USDA; Foundation; Southern Region Sustainable Agriculture Research and Education Program, Wroclaw International; and Southern Region Integrated Pest Management Coordinating Committee.

Logistics planning and coordination were provided by the Southern Regional Development Center at Mississippi State University and by the University of Georgia Cooperative Extension Service Conference Department.

A synopsis of the workshop is available from the Southern Rural Development Center, Box 9656, Mississippi State, MS 39769-9656.

Alabama • Arkansas • Florida • Georgia • Kentucky • Louisiana • Mississippi • North Carolina • Oklahoma • Puerto Rico • South Carolina • Tennessee • Texas • Virgin Islands • Virginia
Farmers change habitats for better environment

A recent survey conducted by Doane Marketing Research, Inc., suggests a majority of farmers are pitching in to keep our nation a safe place to work and live.

It was difficult to name any one change that farmers made more than another, but tillage, crop rotation and a change in pesticide application rate top the list. The table shows the percent in specific farming practices changed by the 76.4 percent of the 7,000 plus respondents who indicated changes to protect the environment.

Some changes appear to be related to a particular region of the country. For instance, farmers in the Northeast placed considerably more emphasis on livestock waste management. That’s probably because of the rolling terrain and the closeness of some livestock operations to suburban areas.

**CHANGES MADE BY FARMERS TO PROTECT THE ENVIRONMENT**

<table>
<thead>
<tr>
<th>Crop Practice</th>
<th>Total U.S.</th>
<th>North East</th>
<th>North Central</th>
<th>South Plains</th>
<th>Mountain &amp; Pacific</th>
</tr>
</thead>
<tbody>
<tr>
<td>Livestock management</td>
<td>18.2</td>
<td>30.5</td>
<td>20.7</td>
<td>18.4</td>
<td>12.6</td>
</tr>
<tr>
<td>Drug administration &amp; withdrawal times</td>
<td>36.5</td>
<td>39.8</td>
<td>37.2</td>
<td>38.0</td>
<td>36.9</td>
</tr>
<tr>
<td>Contouring, terracing, waterways, etc.</td>
<td>37.7</td>
<td>36.9</td>
<td>37.6</td>
<td>38.0</td>
<td>44.2</td>
</tr>
<tr>
<td>Crop rotation</td>
<td>48.2</td>
<td>57.6</td>
<td>52.9</td>
<td>47.4</td>
<td>45.3</td>
</tr>
<tr>
<td>Tillage system</td>
<td>52.3</td>
<td>42.3</td>
<td>67.2</td>
<td>37.6</td>
<td>50.0</td>
</tr>
<tr>
<td>Fertilizer applications</td>
<td>39.4</td>
<td>39.4</td>
<td>38.9</td>
<td>38.5</td>
<td>30.9</td>
</tr>
<tr>
<td>Method or timing of fertilizer application</td>
<td>25.6</td>
<td>35.8</td>
<td>25.5</td>
<td>27.1</td>
<td>22.2</td>
</tr>
<tr>
<td>Pesticide application</td>
<td>44.3</td>
<td>48.3</td>
<td>47.7</td>
<td>42.6</td>
<td>38.5</td>
</tr>
<tr>
<td>Method or timing of pesticide application</td>
<td>22.4</td>
<td>23.1</td>
<td>21.1</td>
<td>22.9</td>
<td>18.6</td>
</tr>
<tr>
<td>Centralized area for chemical handling</td>
<td>19.2</td>
<td>20.2</td>
<td>15.2</td>
<td>25.1</td>
<td>25.1</td>
</tr>
<tr>
<td>Other</td>
<td>8.0</td>
<td>12.7</td>
<td>6.9</td>
<td>7.7</td>
<td>8.6</td>
</tr>
</tbody>
</table>


**Health sector plays vital economic role**

A recent report for the Federal Council of Rural Health shows the health sector plays a vital role in the rural economy.

**Health Care’s Contribution to Rural Economic Development**

by Doane, Cornwell, and Coe, has uncovered four compelling facts:

- the health sector employs a large number of people, especially skilled personnel;
- the health sector brings in outside dollars;
- the health sector impacts other local business; and
- the health sector is one of the top three employers in many communities.

The health care sector employs a high proportion of highly trained and skilled professionals who contribute to the community’s economy and to its leadership pool. This contribution represents a method to supplement or replace the loss of some of the more highly trained population who have migrated from the community.

Small rural hospitals often receive 50 percent of their revenue from Medicare. These hospitals are gaining into the community as health insurance products outside of the community do. The infusion of dollars is even greater when the contribution of private insurance plus funds going to other health care components are added.

The report says the health care sector also has a "multiple effect" on the rural economy. Money is spent locally by the health sector and its employees. The total impact on local employment could account for as much as 15 percent of total local employment. The report also states that a rural physician on average employs 3.75 additional workers, who also generate additional impacts.

The report examined manufacturing growth and retirement growth with regard to attracting retirees, several health care experts interviewed felt the manufacturing industry is already over 70% moved to retirement areas or back to family and local locations when aging caused a need for health services.

For industrial growth, the report says some experts felt access to a good health care system was more important than a local hospital. Others felt industrial decisions were based primarily on factors which impacted profit rather than affected workers’ health and safety. The report says the health care sector’s impact on the local economy is relatively direct, even though the contribution is often overlooked.

According to Shaffer, community developers need to recognize the importance of health care to the community both as a substantial economic factor and as a precursor to other economic activities. He says simply, "Jobs create jobs, payrolls and sales, in sum, it makes a major contribution to the quality of life for local residents."


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The Journal of Extension is now available electronically. Access to E-mail can subscribe to the electronic JOE, send the one-line message: subscribe jo at alumnae@joe.uwex.edu.

For additional information about electronic JOE, contact Dirk Herr-Hoyman — by phone (608) 263-3893 or by Internet: hoyman@joe.uwex.edu.

**Before you write check SRDC box**

PLEASE NOTE: Southern Rural Development Center has a new box number. Please use Box 9656 in all correspondence with SRDC. Do not add P.O. to the box number. The correct address is as follows:

Southern Rural Development Center
Mississippi State University
Box 9656
Mississippi State, MS 38762-9656

Healthcare reform videoconference planned

A health care reform issue education staff development video-conference is scheduled for October 29, 8:30 a.m. until 12:00 noon CDT. Planned in response to the Cooper-Hoeven Extension Service Health National Initiative, there are three overall objectives for the seminar.

They are:

- to provide in-service training on health care reform issues;
- to provide public issues education training, specifically as it relates to health care, and
- to provide resource materials related to the health care reform.

The videoconference will include an overview of the initiative, presentations on health care reform issues and public issues in education for rural health, a review of nationally produced materials and examples of local and state case studies, delivery modes and practices.

The activity is sponsored by ES- USDA, Farm Foundation and Southern Rural Development Center.

For technical information on downlinking the videoconference, contact your extension health initiative coordinator.

It’s an idea... Agricultural Research Service and Auburn University scientists have found a new use of old phone books. Last year’s phone directories for Lee County, Alabama, will be shredded and added to the Beneficial soil micro-organisms will digest the paper fiber, making packed soil crumbly and easy for crops roots to penetrate. James Edwards, Soil Dynamics, Inc., Foreign Journal of Agricultural Research, states at Auburn, says this could give towns a way to recycle phone books instead of dumping it in near-capacity landfills.
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H. Don Brodaux
Director
Mississippi State University

Jocqueline Tadale
Writer/Editor

Sandy Payne
Editorial Assent

Southern Association of Agricultural Scientists, February 5-9, 1994, Nashville, Tennessee.

Guidebook reviews alternatives for rural SWM systems

The recently released report of an SRDC funded project offers information useful to decision-makers in evaluating the economic feasibility of various alternative solid waste management systems in small communities and rural areas in the South.

It is estimated an average American disposes of nearly one ton of solid waste a year. In light of the adoption of Subtitle "D" and stricter state-mandated waste reduction laws, collecting and disposing of that volume of material is a major problem. This is especially true in rural areas where collection and disposal have most often been left to the individual household.

Disposal of solid waste after it is collected is a bigger problem in rural areas. Most small community landfills are not able to meet stringent Subtitle "D" requirements for new landfills. This will lead to establishment of larger regional landfills.

Local decision-makers will need to investigate solid waste management alternatives that will be economically feasible given certain local physical and political conditions. However, government officials responsible for solid waste collection and disposal have limited resources at their disposal to help with such decisions.

A Guidebook for Rural Solid Waste Management Services was developed by Gerald A. Dukers, Gordon Stoglg and Kyle Godston of Oklahoma State University and Joseph F. Schmitt and Dave Cumins of Mississippi State University.

Data for the guidebook were gathered from national and regional sources as well as specific data for solid waste systems in Oklahoma and Mississippi.

The authors worked with numerous systems within the two states to collect solid waste data, including costs and operating (cost) data. Included in the guidebook is a procedure to evaluate various solid waste management options which can be used in rural locations throughout the South.

Specific objectives achieved by the project were:

- to develop a procedure to estimate the amount of solid waste generated in a specific area,
- to summarize life cycle costs of a Subtitle "D" landfill,
- to provide data which will enable local decision-makers to evaluate costs of directly hauling waste to a landfill versus operation of a transfer station.

Center’s Board of Directors
annual meeting planned, agenda set

The Board of Directors of SRDC will hold its annual meeting in Lexington, Kentucky, October 21-22. The meeting is hosted by University of Kentucky’s Extension Director Wait Walla and Experiment Station Director James Boiling.

Experiment Station Director Verner Hurt of Mississippi State University is chair. Walla serves as vice chair.

Board members represent administrators from the Southern region’s 1882 and 1890 land-grant institutions, the private sector and the Farm Foundation. Advisors represent ES-USDA, CSRS-USDA and ERS-USDA.

Agenda items include review of the Center’s activity and publication reports. Board members will explore potential areas of future activities.

- Review SRDC policies and procedures.
- Plan for the 1995 SRDC Online Conference.
- Discuss the Center’s advisory committee.
- Approve the operating budget.
- Volunteers will present agency updates.

Alabama • Arkansas • Florida • Georgia • Kentucky • Louisiana • Mississippi • North Carolina • Oklahoma • Puerto Rico • South Carolina • Tennessee • Texas • Virginia • Virgin Islands • Virgin Islands
Hudson quotes E. H. Spicer’s stages of planned change

Graduates of leadership programs fail to recognize their potential in assisting with social change, but this does not have to be, according to Horace E. Hudson, professor and Extension leader, Community Development, the University of Georgia. “Too often we overlook our efforts in planning. Leaders undervalue their role and value and often fail to understand the forces of change. There seems to be a lack of confidence by the leader to get involved.” Hudson issued the June 1993 issue of “Leadership Insights” publication from the University of Georgia Fannin Leadership Center.

Hudson says an in-depth understanding of the change process allows the leader to surge a small change in the practice arena. “If there is one constant in every community, that constant is change. Leaders must be ready.” Hudson credits E. H. Spicer’s writing with receiving most of the attention in leadership curricula. He says Spicer’s “Technological Change” is excellent reading for any student of leadership. Spicer’s five stages of planned change explains the mechanics of a basic process.

Step 1 is development of a need for change. Leaders and the system dealing with that need must be identified and needed. The leader has the opportunity at this point to introduce evidence, present a case study from another community or call on an expert. If it “didn’t happen this time, ask the question: What didn’t happen this time?” Keep trying; seeds of change are there, they just need the right time to germinate and cultivate. Step 2 is development of a change relationship. Trust between the community and the leader must develop before the process can continue. The community must reflect that the leader is human, not a perfect success. This requires time and patience. The potential leader must work hard to develop trust.

Step 3 is development of a strategy of action. The leader assists the community in determining the problem, developing alternative courses of action, analyzing resources, selecting an alternative strategy, and evaluating. Spencer says other events occur in this step that may be influenced by the leader to speed the change process. Established leaders who have the power to stop or slow the plan will be identified. Also, established leaders will have followed and have earned their trust. Therefore, if the leader supports the change, the followers will be more likely to support the change. Finally, the adopted world theory should be understood and applied in this step. This theory says there are basically four types of people: Innovators bring the idea to the community to see if it will work. Early adopters want to try it to be the first. Laggards discuss the change or see the change demonstrated with the early adopters and change becomes widely accepted.

Step 3 involves the decision-making process in which leaders must become involved and offer assistance. Leaders know people must understand and know enough about change to make their own decisions. A good leader helps others become informed and encourages people to use their knowledge in making decisions. A good leader also aids in establishing realistic goals.

Rural Sociological Society requests 1994 papers

The Rural Sociological Society encourages involvement in organizing sessions for their Annual Meeting and has listed deadlines for submitting a proposal, abstract, paper, or other. The Rural Sociological Society in Portland, Oregon, August 11-14, 1994. Paper submission will be "Rural Institutional Change: Comparative Perspectives." Following are the deadlines:

• Submitting a paper
  Abstract - Feb. 1, 1994
  Final paper - May 18, 1994

• Organizing a session, panel or roundtable - Feb. 1, 1994

• Organizing an interest group presentation - Feb. 1, 1994

• Serving as moderator or discussant - May 18, 1994

• Presenting with a poster or display - March 1, 1994

For more information contact Sam Cordes, chair of the Planning Committee, University of Nebraska (402) 472-3401 or James Nielson, CRSSR Seattle, vice chair and secretary of the Planning Committee (206) 582-3156.

SBA ON-LINE from home, office

With just a touch of a button everyone knows how to access to valuable business information. The Small Business Administration (SBA) provides computer-based electronic bulletin board makes it possible.

SBA ON-LINE provides information on the agency’s various services and publications. In addition callers may access information on the Small Business Administration’s loan, procurement assistance and business development programs, including specialized information for women, veterans and minorities.

The electronic bulletin board also features a complete listing of the SBA calendar of events highlighting small business awareness training programs, office briefings and seminars and international trade fairs. SBA ON-LINE may be accessed directly by computer in the home or office of a small-business person anywhere in the United States. Callers may view entire files by subject area by selecting choices from a comprehensive menu or by downloading user-understandable documents to their own computer.

To reach SBA ON-LINE call 1-800-859-INFO (for 2400 baud modem) or 1-800-697-INFO (for 9600 baud modem). Computers are available at Small Business Centers for those unable to dial SBA ON-LINE. The SBA Answer Desk may be reached at 1-800-688-8777.


In Print

A Practical Guide to Environmental Impact Assessment: A Training Manual. This book addresses how environmental concern can be communicated and acted upon in rural America. The short booklet is one of a set of 13 dealing with the preparation of environmental reports from the National Rural Electric Cooperative Association (NRECA). For further information contact Scott Luellen at (202) 857-9000.

Economic Adaptation: Alternatives for Nonmetropolitan Areas. This area is a part of the Rural Studies Series published in cooperation with the Rural Sociology Society. The book is nationally known economists, geographers, and sociologists who contributed to this volume focus on alternatives for nonmetropolitan economic development within the context of the new international economic climate. The first part of the book provides an overview of recent development experiences in nonmetropolitan areas, pointing out the implications of the changing world economic order for the industrial sectors in such areas. The second part of the book provides critical assessments of popular employment-generation alternatives for the rural sector. The book is published in cooperation with the United States Department of Agriculture’s rural development program and the National Rural Electric Cooperatives. The book is Order from Westview Press Customer Service Department, 16501 National Avenue, Boulder, CO 80302-2877 or call (303) 444-3541, FAX (303) 449-3356.

Strategies for Rural Competitiveness: Policy Alternatives for the 1990s. This book examines some of the most promising state strategies to improve the economic competitiveness of rural communities. It describes effective strategies for the various policy makers from the fifteen states that attended Council of Governors’ Policy Advisors state agriculture academies in 1990 and 1992. The book addresses questions such as, “How does global competition affect rural economies? What are the strengths and weaknesses of the agriculture, rural?” What are the rural advantages for global competitiveness? What are the states doing to improve rural competitiveness?” $19.95 plus shipping. Order from NGA Publications, Box 421, Annapolis Junction, MD 20701 or call (301) 498-3738.

The project were the North Central Region Center for Rural Development, USDA-Extension Service and Iowa State University Extension. For more information contact Westview Press, 5500 Central Ave., Boulder, CO 80301-2877.

Rural Data, People, and Policy: Information Systems for the 21st Century, edited by James A. Christensen, Richard C. Maurer, and Nancy L. Stange, is a part of the Rural Studies Series published in cooperation with the Rural Sociological Society. The contributors argue about current methodologies for preparing data are not sensitive to the diversity and needs of persons living in America’s hinterland. They suggest how federal and state agencies and public universities can work together to create a more appropriate information system for developing a policy agenda sensitive to rural needs. September 1993. $45.00. Order from Westview Press Customer Service Department, 5500 Central Avenue, Boulder, CO 80301-2877 or call (303) 444-3541, FAX (303) 449-3356.

Econ agr leaders organize nationwide

The Second National Workshop for Agricultural Federal Budget Administrators will be held at Stone Mountain, Georgia, on February 2-4, 1993. The audience for the workshop is chairs, heads, or program heads in agricultural, forestry and rural development at 1862 and 1880 land grant universities and their counterparts at state and private grant universities. The overall purpose is to improve the leadership and management of agricultural economics programs, and a major objective is to explore issues of national interest affecting agricultural economics programs and assist in formulating strategies for responding. During the workshop the organization of the new National Association of Agricultural Economists Administrators will be held. For more information contact Sam Cordeis, chair of the Planning Committee, University of Nebraska (402) 472-3401 or James Nielson, CRSSR Seattle, vice chair and secretary of the Planning Committee (206) 582-3156.

Sunbelt Ag Expo information available

Sunbelt Agricultural Exhibition will be held October 18-21. The Expo is located on 1860 acres six miles southwest of Macon, GA, on Highway 33. Show hours are 8:30 a.m. to 5 p.m. Thursday and Friday are $3 per day or $5 for a three-day pass. For more information contact the Sunbelt Exhibition at P.O. Box 28, Tifton, Ga., (912) 386-3459.
USDA Forum discusses best use of rural resources

"Rural America: Changes, Challenges and Opportunities" was the theme of a national forum sponsored by the USDA. Secretary Mike Espy and Under Secretary for Small Communities and Rural Development Bob Nash moderated the forum, held October 8 in Washington, D.C.

Secretary Espy invited 26 rural leaders to participate as panelists. Hundreds of local leaders, national representatives, rural experts and federal agency staff attended the forum.

Panelists were "real people" from rural areas who have practical experience, could articulate national strategies and who could inspire other rural Americans. Rural leaders from 18 states representing rural electrical and telephone cooperatives, resource conservation and development districts, community development corporations, non-profit groups, farm credit institutions, state rural development councils, educators, migrant farm workers, local elected officials and economic development districts served as panelists.

The forum involved two panels: one that discussed putting rural resources to their highest and best use and one that focused on strategies and solutions for rural America. It was a stop toward establishing dialogue between all rural interests and focused on a wide array of resources found in rural communities and the challenges that communities face.

Dr. Greg Taylor, Extension program leader for Community Development, Texas Agricultural Extension Service, attended the forum. He said comments and discussion during the forum could be categorized into two broad areas. The two areas referred to were "what" is needed to facilitate development and "how" this should be provided.

"In terms of "what," general conclusions were rural development is broader than industrial recruiting and production agriculture," Taylor said. "In fact, it was noted that in many ways production agriculture is dependent on the non-agricultural sector," he said.

Taylor said specific areas mentioned included many familiar topics, including technical assistance, strategic planning, export marketing, small business development, information sharing, clean greenhouse infrastructure, capital/credit and value-added. He said one particularly noticeable area in terms of consensus and emphasis was leadership and leadership development.

"In terms of "how" the resources/assistance should be provided, it was noted rural development cannot be approached on a 'project' basis but involves a long term, ongoing commitment with outreach to the community," Taylor said.

In the wrap-up Secretary Espy summarized his impressions of what panelists and audience participants were asking of the USDA. He cited the need for USDA to care about its customers, provide information and coordination, encourage flexibility in its programs and follow through to ensure the results are obtained. Espy pledged the reorganized USDA would be well suited to meet these needs and be able to respond to the changing and diverse nature of rural America.

--portions reprinted from NADD News, Oct. 15, 1993

SRDC Board approves proposals

Earlier this fall the Southern Rural Development Center issued a request for proposals for innovative and creative research or extension program development in priority rural development areas. The issues of importance were human capital, infrastructure development, rural health and poverty.

Two of the three proposals were received and reviewed for funding by a sub-committee of the SRDC Program Advisory Committee. The sub-committee recommended and the board of directors approved the following proposals be funded:

• Measuring the importance of the Health Care Sector on a Rural Economy by Gerald Doakson, Oklahoma State University, and Tom Johnson, Virginia Tech

• Resource Directory -- Rural Health and Safety by Sara Bigby, Task Force chair, Clemson University

• School Choice in Rural Areas: Implementing Local Area Govem- ment and Public Finance by Mark S. Henry, Clemson University, and Warren Kriisel, University of Georgia

• Entrepreneurial & Technical Skill Development of Welfare Recipi- ents by Beth Duncan, Mississippi Cooperative Extension Service

Southern Rural Economic Development and Branch Plant/Local Farm Development Options by Donald Tomaskovic-Diev, North Carolina State University

Capsules

Heartland theme: global marketing
Community leaders and volunteers from Arkansas, Missouri, Oklahoma and Kansas are invited to attend the Heartland Conference November 17-18, 1993, at the Fountain Plaza Inn in Coffeyville, Kansas.

The conference is a joint effort of the Extension services of the four states and is funded in part by the North Central Regional Center for Rural Development and the Southern Rural Development Center.

This year's conference theme will be "Competing in a Global Market." A variety of critical issues will be discussed during the conference. These topics include:

• Increasing manufacturers' competitiveness so they have the quality of product and the knowledge to market globally.

• Sessions on marketing your product internationally to marketing your community internationally and receiving payments for international trade.

What is the use of a house if you haven't got a tolerable planet to put it on? --Henry David Thoreau

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Jacqueline Tisdale Writer/Editor
Sandy Payne Editorial Ass't

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SRDC hosts national videoconference

The Southern Rural Development Center hosted a nationwide videoconference at Mississippi State University October 12 to discuss building farm Health National Initiative.

The program, produced by Mississippi State University’s Office of Agricultural Communications, was downloaded to connect 100 agents and associates from more than 100 sites. The videoconference was designed to inform the agents of the basics of health care reform so they can comfortably approach the broad topic and become educated on the issue.

The program featured an overview of health care reform and a review of nationally-produced materials on the subject plus a discussion of the role of education and advocacy in health care reform. It was designed to train Extension staff to be objective educators on health care reform, not advocating any particular measure over the other.

J. Julie Heede of Kansas City, Missouri, presented a monologue entitled “Suzanne’s Story” that focused on how health care reform matters to everyday people. Experts and volunteers on health care reform from across the nation discussed the merits of community forums, study groups and coalition building as ways of spreading the work about health care reform.

The videoconference was sponsored by USDA, Farm Foundation and the SRDC.

NCRCD announces director/assistant

The North Central Regional Center for Rural Development in October announced personnel changes. Cornelia Floia will join the staff next July as a director. She currently is chair of the Department of Sociology at Virginia Polytechnic Institute and State University.

Until Floia assumes the director position, Pete Korsch continues to serve as director in a reduced time commitment. Korsch resigned as director to return to conducting research and writing, his primary interest.

Tim Borch has joined the NCRCD as assistant director. Borch serves as the regional program director for the director of the North Central Regional Program, national advocate and gave leadership to the membership collaboration project and the ISTEAK workshops.

Ag library now serves the world

The National Agricultural Library (NAL) now provides reference services to the entire world through the Internet telecommunication systems of the National Science Foundation. NAL’s Reference Section provides references to federal, state and local government researchers, scientists and officials; university and college professors, researchers and students; private scientists; business and agricultural organizations; the general public; and foreign government agencies.

The library can now reach NAL Reference service through email at NAL@ questions and NAL@ usda.gov.

Further information on accessing NAL through Internet, on user fees, or on NAL publications is available by contacting Reference Branch, Room 111, National Agricultural Library, 10301 Baltimore Boulevard, Beltsville, MD 20705-5204.

On the Record

Community leaders and volunteers from Arkansas, Oklahoma, Louisiana and Kansas are invited to attend the 1993 Heartland Conference November 17-18 in Eureka Springs, Arkansas. This year’s theme is “Competing in a Global Market.” Topics include increasing the competitiveness of manufacturers, marketing products internationally, leadership, apprenticeship programs and tourism. Registration is $15. For more information contact E.J. Stix, at 913 (532) 7887.

SRDC hosts national videoconference

Community in Economic Transition is a series of proceedings of the Southern Regional Conference co-sponsored by the Southern Regional Development Center, the Farm Foundation, and Extension Service-USDA. General planning for the series is concentrated on strategic planning for the enterprise development and business assistance and competitiveness and marketing skills. Other areas addressed include value-added topics, recreation/tourism, homed based business and retail development.

3.00. Order #173 from SRDC, Box 8956, Mississippi State, MS 39762, (601) 325-3207.

Literacy in Rural America: A Study of Curriculum Development strategies and projects helps local practitioners and state and national colleagues sustain affordable rural literacy programs. The series report by the Rural Clearinghouse offers educators and policy makers a comprehensive view of rural literacy practice along with recommendations on how to strengthen the services available in rural areas.

15.00. Order from Rural Clearinghouse, Kansas State University, 117th Court Building, Manhattan, KS 66506-6001, (785) 532-6560.

Multiple Job-holding among Farm Families, edited by M.C. Hallberg, Jil

L. Finders and Daniel A. Lass, evolved from a May 1988 symposium on multiple job-holding among farm families sponsored jointly by the four Regional Rural Development Centers and the Farm Foundation. It is a guide to research and policy responses, such as co-holding among U.S. and Canadian farm families. Twelve papers are organized into six major sections: historical perspective and future prospects; economy and labor market issues; results of farm household surveys; rural labor markets; public programs for multiple job-holding farm families; and policy issues and research needs. 41.95. Order from Iowa State University Press: 2021 S. Bates Ave., Ames, Iowa 50011.

Southern Regional Sustainable Agriculture Workshop is the proceedings of a workshop sponsored by Cooperative State Research Service, USDA Cooperative Extension Service, USDA, Farm Foundation, Southern Region Sustainable Agriculture Research and Education Program, Wexford International and Southern RRM IP coordinators. Papers presented at the workshop addressed the issues of sustainable agriculture and its impact on the future of research and education in the Southern region.


Urbanization and Development Effects on the U.S. Farmlands is the proceedings of a regional workshop. The proceedings are a joint project of the Southern Regional Information Exchange Group. Published by the Southern Rural Development Center and the Farm Foundation, the proceedings is a comprehensive history of natural resource use as well as issues related to urbanization effects on agricultural land use and agricultural land. 3.00. Order #169 from SRDC, Box 8956, Mississippi State, MS 39762, (601) 325-3207.
Call for papers/proposals

Rural Development Perspectives (RDP) is soliciting manuscripts for publication. The journal is published three times a year by USDA's Economic Research Service. Its intended audience includes researchers, regional planners, and state and local government officials. Articles should be written in a non-technical, straightforward, journalistic style. Manuscripts must be based on technically sound research related to rural development in the United States. Articles based on previously published work are acceptable. Manuscripts should be no more than 20 double-spaced pages in length. Papers may be submitted to Linda Ghetti, Executive Editor, Rural Development Perspectives, ERS-ARED, Room 324, 1301 New York Avenue, NW, Washington, DC 20005-4788.

A request for proposals (RFP) has been issued for the U.S.D.A.'s National Research Initiative Competitive Grants Program. Submissions are requested in markets and trade and rural development. You may request a copy of the full RFP and application kit from Proposal Services Branch, Awards Management Division, Cooperative State Research Service, U.S. Department of Agriculture, Room 303, Aerospace Center, AG Box 2245, Washington, D.C. 20250-2245, (202) 401-5048. The postmark deadline for submission of all proposals is February 7, 1994.

Capsules is published periodically by Southern Rural Development Center (SRDC) for educators, researchers, practitioners, local officials, and private citizens interested in improving the quality of life in small communities and rural areas of the South. SRDC is one of four regional rural development centers in the nation and focuses specifically on rural problems of the Southern region. Located at Mississippi State University, SRDC provides support to the experiment stations and extension services of 29 land-grant universities in 13 Southern states, Puerto Rico, and the Virgin Islands.

Capsules is a forum for sharing; please send news articles and information about forthcoming events to the editor.

H. Doss Brodax Director
Jacqueline Tisdale Writer/Editor
Sanley Payne Editorial Assl.
Mississippi State University does not discriminate on the basis of race, color, religion, national origin, sex, age, handicap/disability, or veteran status.

Happy Holidays to All!

The staff of the Southern Rural Development Center wishes each of you a Happy Holiday. As the end of one year approaches and another begins, we would like to thank you, our coworkers and collaborators, for all the support and work you did this year on behalf of the SRDC.

Our combined efforts to raise the quality of life of those who live in rural areas and small communities in the South have been productive, and you deserve much of the credit. We appreciate the time you take from your fully scheduled job to do additional work with us.

Along with our host university, Mississippi State University, the Center will be closed for the holidays from December 20 to January 3, 1994. We realize that some of you do not have such a tenent break. However, our hope is that each of you has the opportunity to have a break from work and to enjoy some free time with your friends and relatives.

We'll see you next year with renewed vigor for action!!!
Publication discusses solid waste problems, local solutions

Rural America: The Solid Waste Issue Finally Gets Tackled by The Tennessee Valley Authority Center for Rural Waste Manage- ment. A video called "The Solid Waste Crisis Hits Home," is also available at no cost from the Center.

The booklet discusses the unique character of solid waste problems and outlines solutions several rural communities have pur- sued to solve these problems. Essays tell solid waste management problems in five rural Southeastern communities and the solutions each devised. Though the solutions are different, the specific circumstances in each community, they provide opportunities for rural communit- ties to tap into help solve their own solid waste management problems.

One essay, "From Can, To Can't, To Done ... For the Moment," relates the story of how Mississip- pi's McLemore Alley deal came to a hoped-for desperation to a sense of a better future. With hard, persistent work of the community and due diligence of agencies, clean yards and streets have replaced mud and garbage in places once made McLemore Alley seem more like a garbage dump than a community.

Losing Battles, Winning Wars" chronicles the effort to build a solid waste landfill in Pope Creek, Tennessee. One of the project's most outspoken critics said as a result of this experience, she has become a different person because the community a different place; there's more awareness of environmental problems, less trust of government, and a greater willingness to stand up and fight against injustices.

Realizing solid waste manage- ment was about to become adif- ficult and expensive problem, Troy, Alabama, officials addressed the problem before it became a policy crisis. "Doing by Example, An Exemplary Plan of Doing" came one of the most successful rural waste management programs in the South, if not the nation as a whole. The solid waste program in Carrboro, North Carolina, was turned into a civic plus that engenders pride and responsibility in a rural area battered by poverty and hopelessness.

"Visions of the Future, Today's Details," the success of a Middle Ten- nessee solid waste management program, where a non-profit organization transformed a difficult program into an opportunity for economic development.

State teams follow-up to Pathways workshop

Approximately 200 people attended the Pathways workshop in Memphis September 20. The state teams included a solid rural citizen in the 13 Southern states and created a vision of what might be possible if they work together in their states with implementation activities already underway. The focus of the meeting was on three possible pathways from poverty: education, human capital investment, work and income and health and families. Reports to Lyn Fox-Weber, workshop coordinator, indicate the meeting was stimulating and informative.

At least five state teams have held follow up meetings and others are planned. Teams are reaching out to include additional people and organizations in their work. Coalitions are being formed. Some have contacted state legislators regarding needed legislation. Funding proposals are being written. The Alabama team met in conjunction with the Alabama Rural Health Council meeting in Birmingham.

Planes were made to hold two town meetings on rural school-based health services. These town meet- ings will be held in each of the 13 Southern states, and some in Northern states, to get input from local communities. The Alabama team plans to work with Alabama Arie, a coalition of child and family advocacy groups. The state team will work with the banner of Alabama Arie Rural Poverty Caucus.

The Florida team met via con- fERENCE call and formulated an out- line for a W. K. Kellogg Foundation Proposal. The proposal requests funding for a state conference for teams from 12 Florida counties identified as "highest poverty." The conference will focus on Community Choices Public Policy Program, which involves Human Resources and Economic Development and Decisions for Health Initiative.

The proposal also includes adaptation of the Community Choices Public Policy Program for a teen audience.

Kentucky plans for a day-long meeting of the expanded state task force group that is broadly representa- tive of the constituent areas and geographic areas. The meeting will include representatives of the centers of excellence, on varied in-state economic development initiatives currently underway, consideration of various alternative roles the state task force could productively play and possible consideration of a piece of model legislation recently passed in North Carolina that might be prepared for introduction in the upcoming leg- islature.

The Oklahoma team met after collecting names of agencies and programs that might be able to offer assistance. The team will inform the agencies of their efforts and will seek the agencies support for their goals. The team desires greater visibility in the state and hopes to work with legislators in writing a white paper defining the problem of rural poverty and possible solutions. The South Carolina team met with the advisory board of the South
Residents of Farms and Rural Areas: 1991, by Laarni T. Dacquiel and Donald C. Dahmann, compiles current population reports and population characteristics of farms and rural areas. Included are reports on the size of the farm resident and rural area populations, geographic distribution, and social, economic, and education characteristics. The publication also contains tables of total and farm resident populations, total and rural area populations, and urban, rural, farm, and rural nonfarm residents by metropolitan status. Also included are detailed tables of various rural demographics. Available from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

Strategies for Rural Competitiveness: Policy Options for State Governments, by Thomas W. Bennet, summarizes some of the most promising state strategies to improve the economic competitiveness of rural communities. It describes effective strategies developed by top state policy makers from the fifteen states that attended the Council of Governors' Policy Advisors state policy academies in 1990 and 1992. $19.95 plus shipping. Order from NGA Publications, Box 421, Annapolis Junction, MD 20701.

State teams continued from page 3

Carolina Institute on Poverty and Deprivation in Columbia. Alternatives for initiating a South Carolina pathways effort were discussed. It was decided the Institute would focus efforts to reduce the incidence of poverty in the state. A draft of a proposal for funding these efforts will be submitted to relevant funding agencies after appropriate revisions.

The Tennessee team met in late November in Nashville in order to have participation by members of the state legislature.

The Arkansas and Virginia teams have meetings planned for this month.

The Pathways from Poverty workshop was sponsored by Southern Rural Development Center, W. K. Kellogg Foundation, Farm Foundation, Rural Sociological Society, and The Ford Foundation.

Names in the news

OSCAR BUTLER was recently selected executive director of 1890 Research and Extension, South Carolina State University. He has been with SCSU for 33 years.

JAMES E. FARRELL, the first administrator for Cooperative Extension Programs at Tennessee State University, died November 3. He retired in 1989.