

8<sup>th</sup> Annual Conference of the National Association of Community Development Extension Professionals

# **CAPITALIZING ON OUR ASSETS**

MAY 20-23, 2012

PARK CITY, UT



MCPOLIN FARM, PARK CITY, UTAH



# MEETING DETAILS

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## TAXI/SHUTTLE INFORMATION

Yellow Cab  
(801) 521-2100

<http://www.yellowcabutah.com/>

The estimated taxi fare from Salt Lake City Airport to the hotel is \$90 one-way.

The Park City Marriott does NOT offer shuttle service.

Park City Transportation (Shuttle Service)  
(800) 637-3803

<http://www.parkcitytransportation.com/>

Fee: \$37 per person, one-way

Reservation required.

## DRIVING DIRECTIONS

From I-80 East or West to Kimball Junction/Park City Exit (Exit #145 Hwy 224). Take Hwy 24 to Kearns Blvd (approximately 6 miles). Turn left on Kearns Blvd. Take Kearns Blvd to Sidewinder Drive and turn right. Hotel is located on the right side of the street.

## ACCOMMODATIONS

The Park City Marriott  
1895 Sidewinder Drive  
Park City, Utah 84060

Tel: (435) 649-2900

Fax: (435) 649-4852

<http://www.marriott.com/hotels/travel/slcpc-park-city-marriott/>

## NACDEP CONTACT INFORMATION

President-Elect

Michael D. Wilcox, Jr., University of Tennessee

Assistant Professor, Department of Agricultural & Resource Economics  
2621 Morgan Circle, TN 37996

Tel: (865) 974-7410

Cell: (865) 696-2267

Email: [mwilcox2@utk.edu](mailto:mwilcox2@utk.edu)



PARK CITY MARRIOTT

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# AGENDA AT A GLANCE

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## CAPITALIZING ON OUR ASSETS

### SUNDAY, MAY 20

- 8:00 AM – 10:00 AM NACDEP Board of Directors Meeting
- 9:00 AM – 1:00 PM Pre-Conference Workshop:
  - E-Commerce and More: Community Development through Digital Engagement
- 12:00PM – 4:00 PM Pre-Conference Workshop:
  - E-Commerce and More: Economic Development through Digital Engagement
- 3:30 PM – 5:00 PM Pre-Conference Workshop: Extension Land Use Planning Community of Practice Annual Meeting
- 3:00 PM – 7:00 PM Registration
- 4:00 PM – 5:00 PM Poster Session Set Up
- 5:00 PM – 6:30 PM Welcome Reception & Poster Session
- 6:30 PM – 6:45 PM Welcome Conference Co-Chairs
  - Noelle Cockett
  - VP & Dean, Utah State University
- 6:45 PM – 7:30 PM Keynote Speaker
  - Dr. Stan Albrecht
  - President, Utah State University

### MONDAY, MAY 21

- 7:00 AM – 8:30 AM Breakfast
- 7:00 AM – 7:45 AM NACDEP Membership Committee Meeting
- 7:30 AM – 8:30 AM Registration
- 8:00 AM – 8:30 AM New Member Orientation Breakfast
- 8:30 AM – 8:45 AM Park City Welcome Address
  - Mayor Dana Williams
- 8:45 AM – 9:30 AM Keynote Speaker
  - Sally Ward Maggard, PhD
  - Retired, USDA – National Institute of Food & Agriculture
- 9:30 AM – 10:00 AM Break
- 10:00 AM – 11:30 AM Concurrent Session I
- 11:30 AM – 1:00 PM Lunch & President's Remarks (Annual Business Meeting)
- 1:00 PM – 2:30 PM Concurrent Session II
- 2:30 PM – 3:00 PM Break
- 3:00 PM – 5:00 PM Regional Meetings
- 6:00 PM – 9:00 PM Awards Banquet & Dollar Auction

### TUESDAY, MAY 22

- 7:00 AM – 8:30 AM Breakfast
- 7:00 AM – 8:30 AM SRDC Meeting with Stronger Economies Together (SET) Participants
- 7:30 AM – 8:45 AM NACDEP Communications Committee Meeting
- 8:45 AM – 9:30 AM Keynote Speaker
  - Robert J. Grow
  - Chairman, Envision Utah
- 9:30 AM – 10:00 AM Break
- 10:00 AM – 11:30 AM Concurrent Session III
- 11:30 AM – 12:00 PM Break
- 12:00 PM – 12:30 PM Boxed Lunches Available
- 12:30 PM – 6:00 PM Tours/Field Trips

### WEDNESDAY, MAY 23

- 7:00 AM – 8:30 AM Breakfast
- 8:30 AM – 10:00 AM Concurrent Session IV
- 10:00 AM – 10:30 AM Break
- 10:30 AM – 12:00 PM Concurrent Session V
- 12:00 PM Conference Adjourned
- AFTERNOON Optional Tours
- 12:30 PM – 2:00 PM NACDEP Board of Directors Post-Conference Meeting
- 5:30 PM Barbeque Picnic – Park City's City Park South

## AGENDA – DAY ONE

SUNDAY, MAY 20

Times	Session/Activity	Room/Location
8:00 AM – 10:00 AM	NACDEP Board of Directors Meeting	Sliver Mine A
9:00 AM – 1:00 PM	Pre-Conference Workshop: E-Commerce and More: Community Development through Digital Engagement	Silver Mine B
12:00 PM – 4:00 PM	Pre-Conference Workshop: E-Commerce and More: Economic Development through Digital Engagement	Silver Mine B
3:30 PM – 5:00 PM	Pre-Conference Workshop: Extension Land Use Planning Community of Practice Annual Meeting	Silver Mine A
3:00 PM – 7:00 PM	Registration	Foyer A
4:00 PM – 5:00 PM	Poster Session Set Up	Prospector 1
5:00 PM – 6:30 PM	Welcome Reception and Poster Session	Prospector 1-3 and Foyer B&C
6:30 PM – 6:45 PM	Welcome – Conference Co-Chairs Noelle Cockett VP & Dean, Utah State University	Prospector 1-3
6:45 PM – 7:30 PM	Keynote Address – Stan L. Albrecht President, Utah State University	Prospector 1-3

## AGENDA – DAY TWO

### MONDAY, MAY 21

Times	Session/Activity	Room/Location
ALL DAY	Poster Sessions & Exhibits	Prospector 1 and Foyer B&C
7:00 AM – 8:30 AM	Breakfast	Foyer B&C
7:00 AM – 7:45 AM	NACDEP Membership Committee Meeting	Silver Mine A&B
7:30 AM – 8:30 AM	Registration	Foyer A
8:00 AM – 8:30 AM	New Member Breakfast	Silver Mine A&B
8:30 AM – 8:45 AM	Park City Welcome Address Mayor Dana Williams	Prospector 1-3
8:45 AM – 9:30 AM	Keynote Speaker – Sally Maggard Retired, USDA-National Institute of Food & Agriculture	Prospector 1-3
9:30 AM – 10:00 AM	Break	Foyer B&C
10:00 AM – 11:30 AM	CONCURRENT SESSION I	
	• Financial	Silver Mine A
	• Human	Silver Mine B
	• Natural	Sidewinder
	• Built	Uinta 1
	• Political	Uinta 2
	• Social & Cultural	Wasatch
	• Built WORKSHOP	Prospector 4
11:30 AM – 11:45 AM	Break	
11:45 AM – 1:00 PM	Lunch and President's Remarks <i>Annual Business Meeting</i>	Prospector 1-3
1:00 PM – 2:30 PM	CONCURRENT SESSION II	
	• Financial	Silver Mine A
	• Human	Silver Mine B
	• Natural	Sidewinder
	• Human WORKSHOP	Uinta 1
	• Political	Uinta 2
	• Social & Cultural	Wasatch
	• Social & Cultural WORKSHOP	Prospector 4
2:30 PM – 3:00 PM	Break	Foyer B&C
3:00 PM – 5:00 PM	REGIONAL MEETINGS	
	Northeast Region	Uinta 1
	North Central Region	Prospector 4
	Southern Region	Silver Mine A
	Western Region	Silver Mine B
6:00 PM – 9:00 PM	Awards Banquet & Dollar Auction	Prospector 1-4

## AGENDA – DAY THREE

### TUESDAY, MAY 22

Times	Session/Activity	Room/Location
	Poster Sessions & Exhibits	Prospector 1 and Foyer B&C
7:00 AM – 8:30 AM	Breakfast	Foyer B&C
7:00 AM – 8:30 AM	Southern Rural Development Center Meeting with Stronger Economies Together (SET) Participants	Silver Mine A&B
7:30 AM – 8:30 AM	Registration	Foyer A
7:30 AM – 8:45 AM	NACDEP Communications Committee Meeting	Boardroom
8:45 AM – 9:30 AM	Keynote Speaker – Robert J. Grow Chairman, Envision Utah	Prospector 1-3
9:30 AM – 10:00 AM	Break	Foyer B&C
10:00 AM – 11:30 AM	CONCURRENT SESSION III	
	• Financial WORKSHOP	Silver Mine A
	• Human	Silver Mine B
	• Natural	Sidewinder
	• Human WORKSHOP	Uinta 1
	• Human	Uinta 2
	• Social & Cultural	Wasatch
	• Social & Cultural WORKSHOP	Prospector 4
11:30 AM – 12:00 PM	Break	Foyer B&C
12:00 PM – 12:30 PM	Boxed Lunches Pick-Up	Foyer B&C
12:30 PM – 6:00 PM	Tours/Field Trips	
	• Park City Museums & Walking Tour	Pick up lunch & meet at museum
	• Mtn. Trails Foundation & Mtn. Bike Ride	Pick up lunch & meet in Sidewinder Room
	• Utah Olympic Park	Pick up lunch & meet in Uinta I Room
	• This Is The Place Heritage Park	Pick up lunch & meet at tour bus
	• Antelope Island State Park	Pick up lunch & meet at tour bus



## AGENDA – DAY FOUR

### WEDNESDAY, MAY 23

Times	Session/Activity	Room/Location
7:00 AM – 8:30 AM	Breakfast (new location from previous days!)	Silver Mine A&B
7:30 AM – 8:30 AM	Registration	Foyer A
8:30 AM – 10:00 AM	CONCURRENT SESSION IV	
	• Financial WORKSHOP	Silver Mine A
	• Human	Silver Mine B
	• Political WORKSHOP	Sidewinder
	• Human WORKSHOP	Uinta 1
	• Human	Uinta 2
	• Social & Cultural	Wasatch
	• Social & Cultural WORKSHOP	Prospector 4
10:00 AM – 10:30 AM	Break	Foyer B&C
10:30 AM – 12:00 PM	CONCURRENT SESSION V	
	• Human	Silver Mine A
	• Human	Silver Mine B
	• Political	Sidewinder
	• Human WORKSHOP	Uinta 1
	• Human	Uinta 2
	• Social & Cultural	Wasatch
	• Natural WORKSHOP	Prospector 4
12:00 PM	Conference Adjourned	
12:30 PM – 2:30 PM	NACDEP Board Post-Conference Meeting	Boardroom
AFTERNOON	Optional On-Your-Own Tours (Information Provided)	
5:30 PM	BBQ Picnic	Park City's City Park South



## A NOTE FROM THE CO-CHAIRS

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### **Welcome to the 2012 National Association of Community Development Extension Professionals (NACDEP) Annual Conference!**

On behalf of the NACDEP Board and the entire NACDEP membership, welcome to the 8<sup>th</sup> Annual NACDEP conference in majestic Park City, Utah. Our theme this year is “Capitalizing on Our Assets.” Given this great location, we hope all conference participants take this year’s theme to heart. We have tried to provide a head start by incorporating, for the first time, five different educational tours/field trips that will enable participants to see firsthand much of what Park City, northern Utah, and environs have to offer, with an emphasis on community and economic development. In addition, with some free time associated with the conference, everyone will have the chance to explore Park City and contribute to its vibrant economy.

As with past years, we have assembled some excellent keynote speakers who are sure to enhance your knowledge, and challenge you to strengthen the impact of your Extension programming and applied research activities in the communities you serve. In addition, robust professional development options abound this year with nearly one hundred conference workshops, presentations, posters, and meetings offered. Rooted in the community capitals framework as tracks, these occasions not only help transfer knowledge and communicate new (and proven!) ideas and concepts, but also provide an excellent opportunity to network with old friends and new colleagues.

As conference co-chairs, we have not been working alone to put this conference together. We would like to extend a special thanks to the NACDEP Board, the NACDEP Conference Committee (especially Tom Chesnutt of Auburn University as Program Tracks Chair!), all of our NACDEP volunteers, the great staff of Professional Administrative Resources (NACDEP’s professional association management company), and all of our conference sponsors for making this conference possible.

We hope you thoroughly enjoy the 2012 NACDEP Conference!

Sincerely,

**Michael D. Wilcox, Jr.**  
Conference Co-Chair  
NACDEP President-elect  
University of Tennessee



**Steven W. Burr**  
Conference Co-Chair  
NACDEP Western Region Representative  
Utah State University



## CONFERENCE SPONSORS & SUPPORTERS

NACDEP extends its gratitude to the 2012 conference sponsors and supporters.

### USU Extension

**UtahState**University  
COOPERATIVE EXTENSION

<http://extension.usu.edu>

**Institute for Outdoor Recreation and Tourism  
Department of Environment and Society  
College of Natural Resources, Utah State University**



<http://extension.usu.edu/iort>

### Western Rural Development Center



<http://wrdc.usu.edu>

A special thanks to WRDC's Betsy Newman who provided her services in designing the conference e-program agenda.

### Regional Rural Development Centers



<http://rrdc.info>

## Community Impact

SC Biz News is proud to be a sponsor of this years NACDEP conference. We work in partnership with communities, economic development and extension professionals to help regions establish an identity, compare themselves with other areas and reach their full potential.

With our 16 years of business publishing experience we take complex data sets and publish them in an engaging format that sparks community action and reaches the right audience.

**Let's work together and  
help these communities succeed**

**SC BIZ**  **NEWS**  
**CUSTOM MEDIA**

[rwilcox@scbiznews.com](mailto:rwilcox@scbiznews.com)  
[www.scbiznews.com](http://www.scbiznews.com) | 843.849.3100

### Utah Department of Natural Resources



<http://stateparks.utah.gov>

The 2012 NACDEP Conference thanks  
Utah State Parks for its contribution of the  
Antelope Island State Park field trip.

# COMMITTEES, CHAIRS, APPOINTMENTS

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## 2012 CONFERENCE COMMITTEE

Michael Wilcox and Steve Burr, Co-Chairs

The Conference Committee is responsible for planning and coordinating the annual NACDEP conference.

## 2013 GALAXY COMMITTEE

Michael Dougherty and Winifred McGee, NACDEP Representatives

The NACDEP Galaxy Conference Committee is responsible for working with other JCEP organizations in planning and coordinating the 2013 Galaxy Conference in Pittsburgh. The two co-chairs will represent NACDEP on the Galaxy Steering Committee.

## FINANCE & AUDIT COMMITTEE

Notie Lansford, Chair

The Finance and Audit Committee will serve in an advisory capacity to the NACDEP Board on financial matters and will conduct periodical internal reviews of the financial records.

## POLICY & RESOLUTIONS COMMITTEE

Gary Taylor, Chair

The Policy and Resolutions Committee shall annually review existing policy statements and present any new policy statements for consideration at the annual meeting. New and/or proposed policy statements will normally be in the form of resolutions and will be documented in the minutes.

## MEMBER SERVICES COMMITTEE

Stacey McCullough, Chair

The Membership Services Committee is responsible for ensuring that Extension professionals choose to belong to NACDEP. Membership services is charged with keeping the organization responsive to its members, both in terms of organizational focus and products delivered to members, and in terms of customer service on a daily basis.

## RECOGNITION (NATIONAL/REGIONAL AWARDS) COMMITTEE

Michael Dougherty, Chair

The recognition committee is responsible for identifying NACDEP members at the regional and national levels for outstanding outreach, scholarship, and service to NACDEP.

## COMMUNICATIONS & WEBSITE COMMITTEE

Paul Lachapelle, Chair

The Communications and Website Committee is responsible for overseeing the development of the website and other means of communication with the NACDEP membership.

## NOMINATIONS COMMITTEE

Deborah Tootle, Chair

The Nominations Committee is chaired by the past-president and is assisted by the secretary. The committee is responsible for identifying nominees for election to NACDEP office, certifying the eligibility of nominees as well as coordinating the election process.

## PUBLICATIONS COMMITTEE

Mary Emery, Chair

The Publications Committee is responsible for identifying academic publication opportunities for NACDEP members. The chair serves on the *Journal of Extension* editorial board.

## JCEP COMMITTEE

Deborah Tootle, Tim Borich, and Michael Wilcox

The past and current presidents, along with the president elect, serve on the JCEP Board of Directors.

## PILD REPRESENTATIVES

Trudy Rice and Michelle Walk, Co-Chairs

Two NACDEP members work with two members from each of the JCEP partners to coordinate the Public Issues Leadership Development (PILD) organized by JCEP.

# NACDEP LEADERSHIP

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## **OUTGOING 2011-12 NACDEP LEADERSHIP**

### **PRESIDENT**

Tim Borich, Iowa State University

### **PAST-PRESIDENT**

Deborah Tootle, University of Arkansas Division of Agriculture

### **PRESIDENT-ELECT**

Michael D. Wilcox, Jr., University of Tennessee

### **SECRETARY**

Michael Darger, University of Minnesota Extension

### **TREASURER**

Greg Davis, Ohio State University Extension

### **1890 REPRESENTATIVE**

Paulette Cooper, Prairie View A&M University

### **NORTH CENTRAL REGION REPRESENTATIVE**

Richard Proffer, University of Missouri Extension

### **NORTHEAST REGION REPRESENTATIVE**

Winifred McGee, Penn State University Cooperative Extension

### **SOUTHERN REGION REPRESENTATIVE**

Harry Crissy, Clemson Institute for Economic & Community Development

### **WESTERN REGION REPRESENTATIVE**

Steven Burr, Utah State University

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## **\*INCOMING 2012-13 NACDEP LEADERSHIP**

### **PRESIDENT**

Michael D. Wilcox, Jr., University of Tennessee  
Assistant Professor, Dept. of Agricultural & Resource Economics  
2621 Morgan Circle  
Knoxville, TN 37996  
T: (865) 974-7410  
C: (865) 696-2267  
E: mwilcox2@utk.edu

### **PAST-PRESIDENT**

Tim Borich, Iowa State University  
Director, Extension Community & Economic Development  
2711 South Loop Drive, Building 4, Suite 4900  
Ames, IA 50010-8664  
T: (515) 294-8664  
E: borich@iastate.edu

### **PRESIDENT-ELECT**

Michael Darger, University of Minnesota Extension Center for Community Vitality  
Extension Specialist, Community Economics Director  
1420 Eckles Avenue  
St. Paul, MN 55108-6068  
T: (612) 625-6246  
E: darger@umn.edu

### **SECRETARY**

Rachel Welborn, Southern Rural Development Center  
Program Manager  
PO BOX 9656  
MS State, MS 39762  
T: (662) 325-3207  
E: rachelw@srdc.msstate.edu

### **TREASURER**

Greg Davis, Ohio State University Extension  
Assistant Director  
25 Ag Admin, 2120 Fyffe Road  
Columbus, OH 43210  
T: (614) 292-5942  
E: davis.1081@osu.edu

### **1890 REPRESENTATIVE**

Vacant

### **NORTH CENTRAL REGION REPRESENTATIVE**

Richard Proffer, University of Missouri Extension  
Business Development Specialist  
684 W Jackson Trail  
Jackson, MO 63755  
T: (573) 243-3581  
E: profferd@missouri.edu

### **NORTHEAST REGION REPRESENTATIVE**

Kelly Nix, West Virginia University  
Assistant Professor, Community Resources & Economic Development  
PO BOX 6031  
Morgantown, WV 26506  
T: (304) 293-3323  
E: kelly.nix@mail.wvu.edu

### **SOUTHERN REGION REPRESENTATIVE**

Stacey McCullough, University of Arkansas, Division of Agriculture Extension  
Community & Economic Development/Public Policy Center/Arkansas  
Procurement Assistance Center  
2301 South University Avenue  
Little Rock, AR 72204  
T: (501) 671-2078  
E: smccullough@uaex.edu

### **WESTERN REGION REPRESENTATIVE**

Steven Burr, Utah State University  
Associate Professor of Recreation Resources Management  
5220 Old Main Hill  
Logan, UT 84322-5220  
T: (435) 797-7094  
E: steve.burr@usu.edu

*\*The Incoming NACDEP leadership assumes their roles following the 2012 NACDEP Conference.*

## SPEAKERS

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### Noelle Cockett

Noelle Cockett grew up on a beef cattle ranch in eastern Montana. She received a B.S. degree in Animal Science from Montana State University and M.S. and Ph.D. degrees in Animal Breeding and Genetics from Oregon State University, and then spent five years as a Research Geneticist at the USDA, ARS U.S. Meat Animal Research Center in Clay Center, Nebraska. Cockett joined Utah State University as an assistant professor in 1990, was promoted to associate professor in 1993, and to full professor in 1996. She is currently the Vice President for Extension and Agriculture, the Dean for the College of Agriculture, and the Director of the Agricultural Experiment Station at Utah State University. She has also served as the Interim Dean of the School of Graduate Studies, the Vice Provost for Academic Affairs, and the Interim Provost for USU.



### Stan L. Albrecht

Stan L. Albrecht is the President of Utah State University, appointed February 2005, where he also served four years as Executive Vice President and Provost. Albrecht has acquired a broad range of administrative, research, teaching, and outreach experiences throughout his career. He has authored or co-authored five books and published over 100 articles in refereed journals and book chapters. Albrecht has received outstanding research awards at both the University of Florida and Brigham Young University along with several teaching awards. Currently, Pres. Albrecht serves on the Association of Public Land-Grant Universities as Chair of the Commission on International Programs, Cache Valley Regional Council, Economic Development Corporation of Utah Board of Trustees, Member of the NCAA Division I Board of Directors, Northwest Commission on Colleges and Universities (NWCCU), Salt Lake Chamber Board of Governors, Wells Fargo Northern Utah Community Board, Member of the Regence BlueCross BlueShield of Utah Community Board, and the Utah Campus Compact.



### Sally Ward Maggard

Sally Ward Maggard served as National Program Leader for Regional Rural Development at USDA's National Institute of Food and Agriculture (NIFA, formerly CSREES) from March 1999 to December 2011 when she retired from federal service. Maggard was NIFA program manager for the Regional Rural Development Centers (RRDCs). She assisted in brokering collaboration with USDA Rural Development to jointly fund the "Stronger Economies Together" program and with FEMA to jointly fund the "ReadyCommunity," programs administered by the RRDCs in close partnership with land grant university experts. She was instrumental in the formation of NACDEP and received a 2007 Friend of NACDEP Award and the 2010 National Award for Excellence in Community Development-Team. Maggard was nominated for President of the Rural Sociological Society (RSS) in 2011 and received the RSS 2006 Excellence in Practice and Application Award and 2002 Ken Wilkinson Rural Policy Award. The University of Kentucky named her the 2000-2001 Thomas L. Ford Outstanding Alumnae of the Department of Sociology. She received her B.S. from Muskingum College, M.A. from Purdue University, and Ph.D. from the University of Kentucky and is a native of Hazard, Kentucky.



### Robert J. Grow

Robert J. Grow is founding chair emeritus of Envision Utah, a private/public quality growth partnership founded in 1997, and is again leading the organization, serving as chair from 2009 to 2012. Envision Utah is widely recognized as one of the country's most successful public involvement efforts for the development of a broad-based, long-term growth strategy for a major metropolitan area. Grow holds degrees in engineering and law and has had a diverse career, including practicing law, being president of a large manufacturing company, chairing a national trade association, and supporting regional visioning processes in numerous locations. For example, he was involved in creating the visioning process for Southern Louisiana following the Hurricane Katrina disaster. He has also been recognized as Utah's entrepreneur of the year and was appointed by two Utah governors to the Utah State Economic Development Board, where he served for six years. Presently, Robert Grow practices law in Salt Lake City, specializing in land use planning and zoning, real estate development, regional visioning and growth planning, and environmental law.



### Dana Williams

Dana's family has a long and colorful history in the Park City area. He ran the family farm until 1990, and in 1984 received the Farmer of the Year award for Summit County. Dana, his wife Lisa, and their two children moved into Park City proper in 1990 and he became a realtor with Coldwell Banker. Dana has earned his Lifetime Achievement Award from the Park City Board of Realtors. Over the past decade, Dana has worked on land preservation and responsible growth and was named the 1999 Rotary Citizen of the Year. He championed the city's skate park and wind power program and continues to play and sing in the highly popular Motherlode Canyon Band. Serving his third term as Park City's Mayor, he has continued to be a strong advocate for affordable housing and quality of life issues, specifically focusing on renewable energy sources and green building initiatives.



# POSTER SESSIONS

## SUNDAY – WEDNESDAY, PROSPECTOR 1

### THE REGIONAL RURAL DEVELOPMENT CENTERS AND ENHANCING COMMUNITY CHANGE

Don Albrecht, Western Rural Development Center, Utah State University

The Regional Rural Development Centers work closely with the land-grant universities, and especially Extension, with the goal of enhancing rural development. By partnering with the Regional Rural Development Centers and utilizing their land-grant connections, it is possible to have ready access to all states and counties throughout the country. This poster session provides an overview of several programs where the Regional Rural Development Centers are cooperating with extension to enhance rural development. Among the programs emphasized are Stronger Economies Together (SET), the ReadyCommunity emergency preparedness program, and Broadband Education and Training Programs.

### UNDERSTANDING MOTIVATIONS FOR APPLYING LEARNING TO POSITIVE COMMUNITY CHANGE

Will Andresen, University of Wisconsin Extension

What motivates adult learners to apply short-term changes in learning to mid-term changes in action? A survey of 299 graduates of 12 UW-Extension leadership development programs was conducted to answer this question. The most often cited motivation to volunteer focused on helping others. However, the most significant difference in volunteer motivation between those reporting high levels of change in the organizations they serve and those reporting low levels of change focused on the personal needs of the volunteer, with high achievers much more likely to be motivated by a desire to address their own needs.

### FROM SHAPEFILES TO MEGAWATTS – A GIS-BASED RENEWABLE ENERGY OPPORTUNITY ANALYSIS FOR RURAL AREAS

Mark Apel, University of Arizona Cochise County Cooperative Extension

The Renewable Energy Opportunity Analysis (REOA) strategy is a GIS-based land use modeling effort designed to specifically target the potential of rural communities in Arizona for the development of scaled solar energy projects. The model incorporates basic requirements and constraints for solar installations then produces a range of base suitability for any given geographic area at a resolution of 10 acres. The resulting maps and analysis provide a community with the basis for an economic development portfolio to pursue with outside development interests, as well as the basis for community discussions on the appropriateness and viability of such projects.

### A SPECIFIC APPLICATION OF THE COMMUNITY BUSINESS MATCHING MODEL: KINGMAN, ARIZONA

Erik Glenn, University of Arizona Cooperative Extension

The Community Business Matching (CBM) model is designed to assist regions and communities with identifying a) their goals for targeted economic development; b) the assets that will help them achieve their goals; and c) the types of businesses that will be most compatible with those goals and assets. A CBM project was recently completed in Kingman, Arizona, and it proved to be a valuable tool. The methodology and results of this project will be presented, along with a summary of recommendations provided to the community, a discussion of challenges experienced and a list of recommendations for future CBM projects.

### IDAHO HORIZONS PROGRAM

Lyle Hansen, University of Idaho Extension

Katie Hoffman, University of Idaho Extension

Missy Cummins, University of Idaho Extension

Rural Idaho communities face the challenge of high poverty resulting from declining population and economic decline. To address this situation, the University of Idaho Extension partnered with the Northwest Area Foundation to focus on issues of poverty and build leadership capacity within Idaho's rural communities. The 15 Horizons communities completed an 18-month program that included four segments. In each segment, a minimum percentage of residents had to meet participation thresholds before moving forward. Educators worked with local steering committees to select additional resources customized to local needs. These included economic development training, conflict management, and many other opportunities.

### RURAL ENTREPRENEURSHIP DEVELOPMENT SYSTEMS AND LOCAL POLICY

Stacey McCullough, University of Arkansas Extension

Drawing on the experiences of a sample of rural counties in North Carolina, this study examines the development of local policy in the creation of entrepreneurship development systems. Using grounded theory and multiple data collection methods the following primary research questions are addressed. What local policies have been enacted in efforts to build entrepreneurship development systems? How do local contextual factors impact the public policy formation related to entrepreneurship development systems? This poster presentation summarizes the results of this study, including implications for community and economic development practitioners and recommendations for future research.

## POSTER SESSIONS *(cont.)*

### SUNDAY – WEDNESDAY, PROSPECTOR 1

#### SOUTHERN UTAH WOODY BIOMASS FIELD DAYS

Mark Nelson, Utah State University

Pinyon and Juniper trees are taking over the rangeland in the western U.S. Southern Utah Biomass, a loosely knit organization of private individuals and government personnel has come together to promote development of harvesting and utilization of pinyon/ juniper. In the last twelve months, two field days have been hosted in Southern Utah. Over \$4.5 million in equipment has been brought out to demonstrate and exhibit. 455 people from 18 states, Canada, and China have attended these field days. The field days demonstrated different methods of harvesting the pinyon/juniper and looked at ways of adding value to the harvested trees.

#### ECONOMIC EFFECTS OF SUBSURFACE ENERGY DEVELOPMENT IN APPALACHAIN OHIO

Cindy Bond, Ohio State University Extension

Clif Little, Ohio State University Extension

Chris Penrose, Ohio State University Extension

Reliable, affordable and clean energy is essential for a robust economy. Recent technical advances such as horizontal drilling for hydrocarbon-bearing shale and other resources that previously were too expensive to exploit are now being developed in the Ohio River Valley. As a result, the stage is being set for an economic resurgence for many places that have suffered long from industrial decline and elevated unemployment. A recent study for projected economic impact with the development of oil and gas resources in Ohio will grow to \$9.6 billion in 2014.

#### ENGAGING MULTICULTURAL UNDERSTANDING IN INDIANA THROUGH THE HUNGRY PLANET: WHAT THE WORLD EATS

Susan Tharp, Purdue University

Kris Parker, Purdue University

Purdue Extension's Global Awareness Team partnered with Indiana Humanities to bring the content and strategies of the Hungry Planet: What the World Eats poster series and teaching curriculum to communities in the State of Indiana. Using the theme of food, we helped foster understanding about our globalized world, among people who may not have had the opportunity to travel widely or establish personal relationships with people from different cultures. The material touches on many topics central to Extension including nutrition, obesity, food prices, biodiversity, food and kitchen technology, markets, families, and access to resources.

#### TWO-HOUR STRATEGIC PLANNING STARTER-KIT (FOR ORGANIZATIONS WHO CLAIM THEY HAVE NO TIME TO PLAN)

Brian Raison, Ohio State University Extension

"Hey Extension. We need a strategic plan! We've set aside 2-hours." Do you get requests from businesses, Chambers, Rotary Clubs, non-profits, and others to help with a strategic plan only to learn they have only 2-hours to invest?! Yes, that's insane. To answer these inquiries we've developed a 2-hour introductory strategic planning session that will start the process for an organization. It does *not* provide them with a plan; but it does help them clarify ideas. This poster describes the curriculum outline and provides information on how to obtain a FREE copy of it for use in your state.

#### WYANDOT SOLAR PROJECT – RENEWABLE ENERGY AS A RURAL ECONOMIC DRIVER

Eric Romich, Ohio State University

Many small towns and rural communities with economies anchored in traditional manufacturing and agriculture are considering renewable energy projects as a strategy to provide a more diversified, future focused economic base. In 2008 a solar project was proposed in Wyandot County Ohio and local officials turned to OSU Extension for renewable energy education. The poster display will examine this case study and highlight project details, Extensions role, economic impacts, community benefits, project barriers, lessons learned, and environmental benefits from the project.

#### ENGAGING STAKEHOLDERS IN ANIMAL DISEASE DISASTER PREPAREDNESS

Ellen Rowe, University of Vermont Extension

Livestock farmers and surrounding communities need cost-effective and reasonable approaches to prevent disease and minimize the indirect costs of disease control in the event of a highly contagious animal disease emergency. Communities where farms are integral to their socio-economic vitality have a vested interest in the resilience of those farms and, by extension, their own resilience in the face of an agricultural disaster. Farmers, allied industry, and other community members all need to be engaged in ensuring community resilience by enhancing their capacity to prevent, mitigate, respond to, and recover from a highly contagious animal disease or other catastrophic event affecting the agricultural community.



## POSTER SESSIONS *(cont.)*

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### SUNDAY – WEDNESDAY, PROSPECTOR 1

#### BRIDGING THE DIGITAL DIVIDE: A STUDY OF RURAL BROADBAND DELIVERY METHODS

Bill Shuffstall, Penn State University Cooperative Extension  
Glenn Sterner, Penn State University  
Michael Fortunato, Penn State University  
Dr. Theodore Alter, Penn State University

This poster presents the results of an USDA-NIFA funded study that analyzed municipal and public private partnership broadband delivery models to determine which can most efficiently and effectively provide rural residents, schools, governments, and businesses with access to high-speed internet. The mixed methods research approach analyzed both a municipal and public/partnership model in the states of Pennsylvania, Maine, and Wisconsin. The results explore how the different models of broadband deployment (private, municipal, and public/private partnerships) in rural settings compare in terms of affordability, level of satisfaction with service, and financial viability.

#### MONTANA MUNICIPAL CLERKS, TREASURERS, AND FINANCE OFFICERS ASSOCIATION (MMCTFOA) LISTSERV – A METHOD OF BUILDING COMMUNITY

Jennifer Clark, Montana State University  
Daniel Clark, Montana State University Extension

In October 2006, the Montana Municipal Clerks, Treasurers & Finance Officers Association (MMCTFOA) established a Listserv as a communication tool to connect the members of this professional network. This poster displays the outcomes from an assessment done in April 2011 measuring the efficiency and effectiveness of this type of communication as a means of improving communication and enhancing the professional network between association members.

#### CONSERVATION AGRICULTURE IN LESOTHO: THE DRIVERS OF ADOPTION AND THE ROLE OF EXTENSION

Eric Bisangwa, University of Tennessee

Conservation agriculture (CA), has received attention as a 'pro-poor' strategy for ameliorating smallholder agricultural production and a means of climate change mitigation and adaptation. Lesotho's decades-long struggle with severe soil erosion has contributed significantly to food security concerns and long term decline in staple crop production. This research uses household survey data from Botha Bothe district to determine the effects of adoption on households in terms of socio-economics and food security and to highlight the potential drivers of adoption. Results suggest that household demographics, input availability, and familiarity with CA all influence CA adoption.

# CONCURRENT SESSION I

MONDAY: 10:00 AM – 11:30 AM

## FINANCIAL – Silver Mine A

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### **Providing Volunteer Income Tax Assistance to Underserved Rural Communities through Virtual VITA**

Dean Miner, Utah State University Extension

Margie Memmott, Utah State University Extension

Mike Johnson, Utah State University Extension

More than 70% of tax refunds are spent locally. Maximizing tax refunds for low- to moderate-income households not only fights poverty, but also can boost local economies. In conjunction with local partners, USU Extension developed Virtual VITA an alternative way for eligible taxpayers who may not have access to traditional VITA services to receive free tax preparation. The procedure has been successfully implemented in six rural Utah Counties. The IRS has fully embraced the concept and is anxious to have more rural Extension offices across the nation support the program.

### **Gaining Access to Capital for my Clients**

Richard Proffer, U. of Missouri

Lenders are not what they used to be – some are a dime a dozen so you don't trust them, others are not so friendly and then there are the ones you really want to work with as they fit the need. In this presentation, the tiered classification of lenders will be discussed and how it is used to secure the most efficient funding for my clients. Results will be shared along with the contact information on lenders. Discussed also will be the requirements from each lender as they vary by the funding classification.

### **Evaluating the Fiscal Condition and Stress Level of Cities and Counties in Kansas**

Rebecca Bishop, Kansas State University

John Leatherman, Kansas State University

Local governments must deal with fiscal stress in situations where expenditures are greater than revenues. This imbalance can occur for several reasons: 1) revenues decline due to internal or external economic conditions; 2) residents seek additional public services yet are unable/unwilling to pay higher taxes and fees to offset the increases in expenditures; 3) mandates are enacted by higher levels of government without sufficient increases in resources; or 4) various state statutes limit the ability to respond to local situations. Given the challenges facing the United States economy on the whole, many local governments are facing difficult times as well.

## HUMAN – Silver Mine B

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### **Leveraging, Connecting, and Transforming Assets – The Breakthrough Solutions Model**

Mark Peterson, University of Arkansas Cooperative Extension Service

Wayne Miller, University of Arkansas Cooperative Extension Service

Breakthrough solutions provide a fresh look at how to leverage, connect, and transform assets, drawing from insights and research in multiple fields and real-life community case studies. Breakthrough solutions act as catalysts to leverage assets, inspire awe, and often change the rules. This presentation will cover the conceptual base for breakthrough solutions, real-life community success stories, and how to use a Key Drivers of Change Worksheet, an asset mapping process, a Breakthrough Solutions Roadmap, and seven strategies to create breakthroughs for your community or region. Join the adventure as we learn to create breakthrough solutions for a community or region.

### **Linking and Leveraging Assets**

Scott Hutcheson, Purdue Extension

Identifying assets is certainly important in economic and community development, but the real power comes in linking and leveraging multiple assets together in new and creative ways. In this presentation attendees will hear about examples of link-and-leverage success stories and learn facilitation techniques like the "asset shuffle" and "asset bounce" to help community groups brainstorm link-and-leverage strategies that can create competitive advantages for economic and community development.

# CONCURRENT SESSION I *(cont.)*

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MONDAY: 10:00 AM – 11:30 AM

## NATURAL – Sidewinder

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### **Building Natural Community Capital through a World Class Fishery: Lake Erie and the Ohio Charter Sport Fishing Industry**

Joe Lucente, Ohio State University and Ohio Sea Grant College Program

A comprehensive business survey of Ohio charter captains was conducted in 2010 to build upon past research for Ohio's tourism industry. Ohio's 1.1 million anglers spend an estimated \$1.1 billion on fishing-related expenditures annually. Expenditures spur a \$480 million sport fishing industry along Lake Erie and create nearly 10,000 jobs (Source: American Sport Fishing Association). While Lake Erie remains Ohio's greatest natural resource, it also faces its share of challenges. Explore how Extension plays a significant role in this vital tourism industry through research, outreach and education for tourism, businesses, local, state and federal agencies and the general public.

### **Alabama Scenic River Trail – Extension's Key Roles**

J. Thomas Chesnutt, Auburn University

The longest river trail in any one state, Alabama Scenic River Trail initially included stretches of seven rivers, two creeks, and one bay. In just a few years the ASRT went from concept to reality. With the addition of spurs ASRT has been expanded to over 1000 miles long. Specific attention will be given to Extension's role in development and maintenance of ASRT, which passes through or borders 19 of Alabama's 67 counties. Extension's involvement has included participation on initial development board, membership on committees, assistance in obtaining and administering grants, and development of two river trail spurs.

### **Development of a Visitor Guide to Coosa County Creeks**

Roger Vines, Alabama Cooperative Extension System – Coosa County Office

Hatchet and Weogufka Creeks located in Coosa County, Alabama are popular sites for canoe and kayak enthusiasts. However information needed to plan a safe and enjoyable trip has been very limited. The County Extension Office addressed this need by writing a grant to develop a visitor guide to these two creeks. Detailed information was collected and then assimilated into a reference map showing Hatchet Creek on one side and Weogufka Creek on the other side. The publication is now being used to promote tourism within the county and to assist boaters in planning a safe and enjoyable float.

## BUILT – Uinta 1

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### **Community Food Systems: Strengthening the Research to Practice Continuum**

David Campbell, University of California, Davis

This paper asks how research findings can help sharpen the strategies local communities use to pursue community food systems that support economic, environmental and social goals and values. We describe a literature review project that has organized over 1500 published articles on local and regional food systems. Based on a preliminary review of this literature, we identify key themes, tensions, and dilemmas and explore their implications for community practice.

### **The Places Project: Youth Putting Communities on the Map**

Rebekka Dudensing, Texas AgriLife Extension Service

A web presence is almost essential to the success of businesses, organizations, and entire communities. Many small businesses and even government offices are listed incorrectly on Google. Through The Places Project, young adults help put their communities on the map using free, widely available web applications to (1) help businesses and organizations to update Google profiles (appropriate for high school students), or (2) post photos of the community on Panoramio (appropriate for junior high or high school students). Youth gain computer and interpersonal skills and an introduction to potential careers available in their hometown.

### **City of Ames Residential Satisfaction Study**

Nora M. Ladjahasan, Iowa State University

Timothy Borich, Iowa State University

CDDIAL, a program of ISU's Community Economic Development (CED), helps communities/organizations solicit public opinions on community issues. It helps communities identify problem and issues that needs to be strengthened, improved or demolished. CDDIAL gathers information by conducting surveys, focus groups, analyze data, create report and present it to the client/community. This paper will discuss the statistical findings from 2007 to 2011 City of Ames residential satisfaction surveys measuring the effectiveness of the city in the provision of basic services to its residents.

# CONCURRENT SESSION I *(cont.)*

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MONDAY: 10:00 AM – 11:30 AM

## POLITICAL – Uinta 2

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### **The Role of Extension Service in Providing Public Spaces for Inter-Ethnic Networking in “New” Immigrant Destinations**

Melinda Grismer, Purdue University Extension

Susan Tharp, Purdue University Extension

James A. McCann, Purdue University

One of the most remarkable features of migration to the United States over the last generation has been the dispersion of the foreign-born throughout the country. An increasing number of migrants are opting to settle in the small towns of the Midwest and Southeast. Some communities are adept at accommodating and profiting from this diversity, while others are not. Using Clinton County as a case study, we will explore the unique role of the “Land Grant University” in facilitating and providing spaces for public deliberation and inter-ethnic conflict resolution in new immigrant destinations.

### **South Dakotans Talking – A Conversation about State Budget Issues**

Kari Fruechte, South Dakota State University Extension

A partnership formed between Extension and the SD Budget and Policy Project produced 18 guided conversations in communities across the state in the fall of 2011. These interactive sessions educated participants about the state budget formation process, and gave them time for small group discussion. Turning Point Technology was used to allow participants to vote on their chose of discussion topics, and facilitators led the groups toward prioritizing ideas they wanted to send forward to state officials. With 475 participants, and over half of legislators attending, new energy was produced around public input to government.

### **Using Local Government Video to Educate and Influence Multiple Audiences**

Notie H. Lansford Jr., Oklahoma Cooperative Extension Service

Video can have broad appeal and impact. A set of 3 videos and 4 publications on DVD describe the duties of elected and non-elected county officials. Featuring 27 interviews representing 12 county offices and narration by a county commissioner, the DVD is a collaboration of grants and in-kind capital. In addition, to 900 copies distributed, the videos are available on the web and several county and association websites have embedded them. Uses to date include statewide conferences, newly elected officer orientations, schools, civic clubs, and county extension offices. When the videos are shown, audiences ask how to get copies.

## SOCIAL & CULTURAL – Wasatch

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### **The Use of Technology to Assist with Sustainability When a Large Company Moves out of the Region**

Rose Fisher Merkwitz, Ohio State University Extension

When a major employer left the area, Extension educators from a five county area collaborated with others and determined that through technology they could provide more assistance to those facing unemployment. Information will be provided on the process of collaboration among the educators and other agencies and organizations. An explanation of how the educators determined that using technology was the best approach to provide resources and information will be discussed. Participants will discover the information that is provided on the <http://5countysolutions.osu.edu> website.

### **The Connection Between Social Media and Social Capital**

Julie Fox, Ohio State University Extension

Participation in social and mobile media has escalated, resulting in new opportunities to build social capital. While rapidly evolving technology trends present vast possibilities, this brief presentation provides a snapshot of specific programs and resources. Learn to better make the connection between social media and social capital. This presentation includes an overview of social and mobile trends, as well as results of onsite and online educational programs for entrepreneurs and examples of how people are using social media to enhance connections among people and organizations; foster communication; build trust; collaboratively generate ideas; make things happen in their community.

### **Strengthening Committees: Tools for Improved Effectiveness**

Treva D. Williams, Ohio State University Extension

Working with committees can be an enjoyable or dreaded experience depending on a number of factors. A high functioning committee has the potential to create impactful decisions and implement many creative activities and projects. So how can Extension professionals assist committee members in becoming more productive? This presentation will offer a number of tools to assess how individual committee members are fulfilling their responsibilities and how committees are functioning as a total unit. In addition, tools will be shared focusing on identifying both strengths and gaps in current committee membership.

## CONCURRENT SESSION I *(cont.)*

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MONDAY: 10:00 AM – 11:30 AM

### BUILT WORKSHOP – Prospector 4

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#### **Achieving Economic Vitality through Smart Growth in Rural Communities and Small Towns**

Stephanie Bertaina, U.S. Environmental Protection Agency Office of Sustainable Communities

Kathy Nothstine, National Association of Development Organizations

Cheryal Lee Hills, Region Five Development Commission (Central Minnesota)

Rural communities across America are working to strengthen their economies, provide better quality of life to residents, and capitalize on assets such as traditional main streets, agricultural and working lands, and natural resources. Developing a vision for the future of the community, creating supportive land use plans and infrastructure investment strategies, and making efficient use of federal, state, local, and private funding are all critical to achieving these objectives. This workshop will train attendees on key smart growth approaches that can enhance economic competitiveness and environmental sustainability and will illustrate how these approaches have been used successfully in rural communities across the country.

## CONCURRENT SESSION II

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MONDAY: 1:00 PM – 2:30 PM

### FINANCIAL – Silver Mine A

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#### **BUSINESS RETENTION AND EXPANSION BENCHMARKING FOR CLARITY AND CONTEXT**

Brigid Tuck, University of Minnesota Extension

Michael Darger, University of Minnesota

University of Minnesota Extension has offered a comprehensive Business Retention and Expansion Strategies (BR&E) program for 22 years and worked with 63+ communities. Since the University retains the survey results, the program has a significant amount of reliable and valuable data. In 2011, researchers undertook a data-benchmarking project. The goal of the project is to benefit businesses and communities by providing context. This presentation will provide an overview of Minnesota's BR&E Strategies program. Presenters will then highlight some of the interesting results. The presentation will conclude with a discussion of lessons learned. Attendees will be invited to suggest avenues for further research.

#### **GRAPPLING WITH ROI WHILE GROWING JOBS IN THE LOCAL ECONOMY**

Marion T. Bentley, Utah State University

Jason Yerka, Utah State University – Box Elder County Business Resource Center

Ryan Murray, Utah State University – Tooele County Business Resource Center

Public service organizations, including those that assist businesses, frequently struggle to place value on services offered – counseling, for example – especially when there is a direct cost but no direct revenue from the service. Often in such organizations goals are set and expected to be achieved; yet rarely are these goals actually based upon processes over which employees have control and are motivated to implement. By learning to correlate inputs to goals, a concept known as process-oriented goaling, an organization can maximize its return on investment of time and resources, as well as determine best practices for continuous improvement.

#### **MAXIMIZING THE ECONOMIC RETURNS FROM FESTIVALS AND SPECIAL EVENTS: LESSONS LEARNED**

Al Myles, Mississippi State University

Rachael Carter, Mississippi State University

Tourism is an important source of income, sales, employment, and tax revenues for communities and local governments. However, few tourism or recreation managers have formal training in economics required to assess or evaluate the returns from this industry. Festivals and special events are time consuming and expensive to promote, but yet local officials need to determine if the benefits outweigh the costs of investing public resources to support these events. This session will describe some of the benefits of evaluating festivals and special events and methods Extension Specialists used to measure the economic impact and returns of tourism-related projects in Mississippi.

## CONCURRENT SESSION II *(cont.)*

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MONDAY: 1:00 PM – 2:30 PM

### HUMAN – Silver Mine B

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#### SUSTAINABLE FLORIDIANS MASTER VOLUNTEER PROGRAM

Mary Campbell, University of Florida

The Sustainable Floridians Program educates participants about key areas of sustainability: the need for change, community involvement, land use, water, energy, and transportation. This program was developed at the University of Florida with Extension faculty in seven counties. The program objectives are 1) to motivate participants to implement energy and water conservation, 2) to promote sustainability leadership, and 3) to develop knowledgeable volunteers. Participants meet with the program facilitator for seven sessions and these include PowerPoint presentations, supplemental readings, homework exercises, and group discussions.

#### USING WEBINARS TO ENGAGE AUDIENCES AND TAP LATENT EXPERTISE

Scott Loveridge, North Central Regional Center for Rural Development, Michigan State University

Webinars have become easier to set up and host, and the necessary broadband access is becoming more prevalent. Webinars, thus, represent a newer technology available to Extension professionals for program execution, but their full potential remains untapped. A webinar need not be a one-way street for information delivery. The author used webinar technology to conduct a national focus group that drew twenty-seven senior community development educators into a discussion of techniques they have developed in coaching community economic development groups and their advice on how to be effective.

#### COMMUNITY VOLUNTEER LEADERSHIP MOTIVATION

Kelly Nix, West Virginia University

Community organizations play a vital role in a community's quality of life. Because good leadership is a key to strong community, it is imperative to understand what motivates individuals to be volunteer community leaders. The purpose of this 2011 research project was to identify the factors that influence individuals holding volunteer leadership roles in rural communities. Almost 50% of the target population responded to the survey that was from the community development field. This session will provide an overview of the research questions, findings and recommendations. In addition, participants will receive a project summary handout.

### NATURAL – Sidewinder

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#### INFORMATION NEEDS AND PREFERRED INFORMATION CHANNEL: A CASE EXAMPLE OF THE POTENTIAL OF MISCANTHUS ADOPTION BY ILLINOIS FARMERS

Anne H. Silvis, University of Illinois Extension

Myles Alexander, Kansas State University

This presentation summarizes information gained through studies of farmers' information needs and concerns and preferred information channels regarding the introduction of miscanthus and other biofuel crops in their current production systems in Illinois. The study concluded that there are clear differences among the information needs of farmers as well as in the preferred information channels. Information campaigns aimed to increase awareness and education regarding the use of biofuel energy crops in Illinois should specifically address these regional information needs and channel them through preferred media.

#### EXPLORING SOLUTIONS TO PINYON AND JUNIPER INFESTATIONS THROUGH BIOMASS FIELD DAYS

Mark Nelson, Utah State University

Pinyon and Juniper trees are taking over the rangeland in the western U.S. Southern Utah Biomass, a loosely knit organization of private individuals and government personnel has come together to promote development of harvesting and utilization of pinyon/ juniper. In the last twelve months, two field days have been hosted in Southern Utah. Over \$4.5 million in equipment has been brought out to demonstrate and exhibit. 455 people from 18 states, Canada and China have attended these field days. The field days demonstrated different methods of harvesting the pinyon/juniper and looked at ways of adding value to the harvested trees.

## CONCURRENT SESSION II (cont.)

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MONDAY: 1:00 PM – 2:30 PM

### HUMAN WORKSHOP – Uinta 1

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#### RIPPLE EFFECT WORKSHOP: HOW TO USE THE COMMUNITY CAPITAL'S FRAMEWORK AS A TOOL FOR COMMUNITY DEVELOPMENT AND PROGRAM EVALUATION

Deborah Hansen Kollock, Washington State University Extension

Lynnette Flage, North Dakota State University Extension

Lori Higgins, University of Idaho Extension

Learn how to evaluate complex group or community activities using the Ripple Effects Mapping technique developed by Extension faculty. Using the mind-mapping framework, this activity engages all ages, and all members in a creative and useful activity. It exposes the forgotten or behind-the-scene activities that can ripple out from a specific educational program and gathers the untold stories. Groups can visualize their accomplishments and build on each other's stories while identifying partnerships, unique contributions, and gaps in delivery.

### POLITICAL – Uinta 2

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#### WHAT IS GOOD AND WHAT IS RIGHT: A STUDY OF ETHICS IN MUNICIPAL GOVERNMENT

Betsy J. Webb, Montana State University

This presentation will introduce a pilot research study concerned with ethics programs in municipal government. To determine the effects of an ethics program on the behavior of municipal employees, two First Class cities in Montana were selected. A previously tested ethics survey, *Perceptions of Ethical Climate* (Pelletier & Bligh, 2006), was used to measure the effects of an ethics program implemented in one city in relation to another city where none exists. Employees were surveyed on observations of misconduct, reporting of misconduct, and perceptions of ethical climate. Results from the research will be presented along with recommendations for municipal ethics programs and future research.

#### CREATING A MUNICIPAL OFFICIALS HANDBOOK THE MONTANA WAY

Dan Clark, Montana State

The MSU Local Government Center led a coalition of partners and professionals to develop the first edition of the Montana Municipal Officials Handbook. This Handbook can serve as a model for other states to create a similar version for their municipalities. The creation of this handbook is a response to years of frustration experienced by newly elected mayors and council members and newly appointed municipal clerks who have had little in the way of accessible resource materials. The high turnover rate of municipal officials' results in continuous erosion of the knowledge and skills required to operate an effective municipal government.

#### UNDERSTANDING AND SERVING VIRGINIA'S PLANNING COMMISSIONERS

Jonah Fogel, Virginia Cooperative Extension/Virginia Tech

This presentation will outline the programmatic development of the Virginia Citizen Planner (VCP) program, since its inception in 2008. The presentation will highlight findings of a 2010 survey of planning commissioners training needs and preferences, and discuss how partnerships between Virginia Cooperative Extension, American Citizen Planner, eXtension, and PlanVirginia (a statewide educational non-profit) led to the launch of the program. Attendees of this session will have the opportunity to learn from the experiences of the VCP program coordinator, as they consider similar programming in their states, and understand the best practices of educating local officials.

### SOCIAL & CULTURAL – Wasatch

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#### USING DISCUSSION METHODS TO HARNESS SOCIAL & CULTURAL CAPITAL

Brian Raison, Ohio State University Extension

How can you better harness the powerful social capital that exists within diverse families, businesses, and schools to make things happen in your community? What could you add to your next meeting—a Chamber strategic planning session, an employee wellness program, and a non-profit board development day—to better connect participants with valuable (and sometimes hidden) resources that often go untapped? This process guides participants in unpacking a discussion process that they may later use to help communities (clients, students, groups) discover strengths, richness and value that lie within our collective narratives.



## CONCURRENT SESSION II *(cont.)*

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MONDAY: 1:00 PM – 2:30 PM

### SOCIAL & CULTURAL *(cont.)* – Wasatch

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#### ENGAGING CITIZENS IN MEANINGFUL DIALOGUE AND ACTION

Rachel Welborn, Southern Rural Development Center, Mississippi State University

Bo Beaulieu, Southern Rural Development Center, Mississippi State University

Over the past two years, states participating in the Turning the Tide on Poverty initiative collaborated on a process for learning about what makes civic engagement work. Characteristics of both individuals that become active as well as communities in which they live have surfaced. In this session, presenters will showcase key characteristics of actively involved individuals as well as explore the elements of the community that may promote or inhibit citizen engagement. Data collected from the project sites have been paired with measures of effectiveness of the Tide initiative to seek a better understanding of what makes civic engagement work.

#### COMMUNITY QUESTIONS: ENGAGING CITIZENS TO ADDRESS COMMUNITY CONCERNS

Joe A. Sumners, Auburn University

"Community Questions" is a guidebook to help community leaders / facilitators engage citizens and stakeholders in a deliberative process to: (1) identify the heart of a problem; identify options for addressing the problem; (2) weigh costs, benefits, and tradeoffs associated with each choice; (3) design a possible course of action; and (4) engage others in working toward a solution. The instrument is a product of the Charles F. Kettering Foundation's "Citizens at Work" project. This presentation will describe the development of "Community Questions" and how it is being utilized in Alabama communities.

### SOCIAL & CULTURAL WORKSHOP – Prospector 4

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#### CIVIC ENGAGEMENT: A MODEL FOR COLLECTIVE ACTION AND RESOURCEFULL DECISION-MAKING

Barbara Radke, University of Minnesota Extension

Mary Ann Hennen, University of Minnesota Extension

Authentic civic engagement capitalizes on the social and human assets of a community while building trust and relationships. Learn about and discuss a research-based civic engagement model developed and being piloted by the University of Minnesota Extension to engage with the public to address community issues. The model represents a civic engagement approach with collaboration, discussion and reflection at its core. Civic engagement is represented as a synergistic approach encompassing five dialogue and deliberation aspects resulting in resourceFULL decisions and collective action. Attendees at the workshop will be provided an opportunity to "engage" and dialogue during the workshop.

## CONCURRENT SESSION III

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TUESDAY: 10:00 AM – 11:30 AM

### FINANCIAL WORKSHOP – Silver Mine A

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#### CHANGING COMMUNITY CULTURE TO NURTURE ENTREPRENEURSHIP

Myra Moss, Ohio State University Extension

William Grunkemeyer, Ohio State University Emeriti

Jerold Thomas, Ohio State University Extension

Rural communities have the ability to create a culture conducive to entrepreneurial initiation, growth and development. But first they must recognize the importance of creating such fertile ground and understand the key elements that go into this community transformation. Leadership's strategic role must be understood and the identification of key existing capacities and resources must be recognized, analyzed and improved. This interactive hands-on workshop will present curricula developed by OSU Extension for use in rural communities. Curriculum that is based around the key elements needed by entrepreneurs to maximize chances for success will be shared through simulation approaches.

## CONCURRENT SESSION III *(cont.)*

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TUESDAY: 10:00 AM – 11:30 AM

### HUMAN – Silver Mine B

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#### HMONG COMMUNITY IN HILLSBOROUGH COUNTY FLORIDA

Debra Jo Kinsella, University of Florida

The Hmong Community of central Florida come from strong agrarian roots. The climate in central Florida is similar to that of their homeland, allowing them to grow many of the same crops. This community's way of life revolves around agriculture, it is a population that continues this lifestyle centered around their livelihood. Hillsborough County Extension has worked with the Hmong the last few years. They are a limited-resource, unique and relatively small segment of our population. The Hmong are working with Extension to help them grow and prosper as a community. We will explore their transition.

#### BUILDING RURAL AND UNDERSERVED POPULATIONS UTILIZING EXTENSION COLLABORATIONS

Kenyetta Nelson-Smith, Southern University Agricultural Research and Extension Center

BOLD was developed to enhance and increase leadership among grassroots leaders in rural and underserved communities. The tools to recognize how to lead their communities to change or create a sense of empowerment within the community must be created. Implementing the Community of Inquiry model in nonformal learning environments fosters learners to be self-guided, self-motivated, life-long learners and instructors who encourage participation and experiences as a part of learning. This innovative method of instruction cultivates improved leadership that helps both the instructor and learner become more successful in their roles in adult education.

#### HISTORY, ORIGINS, METHODOLOGY AND TECHNIQUES OF PARTICIPATORY AND EXTENSION DEVELOPMENT PROJECTS

Linda Masters, University of Arizona, La Paz County Extension

Juanita O'Campo Waits, University of Arizona, Navajo County Extension

Matt Livingston, University of Arizona, Navajo Nation

One definition of participatory development and extension projects can be translated from the native Aymara language of Bolivia, "we get to know ourselves" (Cox, 1996, p. 17). Since the early 20<sup>th</sup> century, local communities as well as extension researchers and facilitators have attempted to find appropriate methods to improve well-being (Masters & Tuttle, 2010; Khan, 2009; Hickey & Mahon, 2004; Rahman, 1993). Kumar (2002) asserts that sustainable development must place local people's participation central to the development. The purpose of this paper is to review global participatory methods, to find those that apply to our extension practices with poor, indigenous populations. Researchers employed literature review from three international proceedings and 10 books, containing both theoretical, practical applications of participatory projects.

### NATURAL – Sidewinder

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#### MEGATRENDS AND THE FUTURE

Anna Haines, University of Wisconsin, Extension and Stevens Point

The Center for Land Use Education (CLUE) aimed to educate a variety of decision makers to enable them to make informed decisions about the future of Wisconsin. CLUE created a series called "Land Use Megatrends," addressing such topics as forestry, housing, recreation, energy, climate change, and agriculture. This presentation's purpose is to present an overview of land use megatrends; to discuss the results of a survey we conducted of county extension educators about their use and impact of these megatrend publications; and discuss the challenges and issues of future thinking within the limits of a publication series and occasional talks.

#### UTILIZING BROWNFIELDS TO ENERGIZE AMERICA

Eric Romich, Ohio State University

According to the U.S. Energy Information Administration's 2011 Annual Energy Outlook, it is estimated by 2030 U.S. electricity production will need to increase by 30 percent to meet growing demand. In addition, productions from non-hydroelectric renewables are estimated to increase 73% by 2035. Identifying land with high quality renewable energy resources and incorporating sustainable land use practices will be critical in the advancement of renewable energy sources. Through this presentation we will examine a brownfield to greenfield redevelopment case study in Ohio identifying environmental impacts, economic benefits, challenges, lessons learned, and what role can Extension play in facilitating brownfield redevelopment strategies in rural communities.

## CONCURRENT SESSION III *(cont.)*

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TUESDAY: 10:00 AM – 11:30 AM

### HUMAN WORKSHOP – Uinta 1

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#### DIGGING IN WITHOUT GETTING DIRTY: FIVE FACILITATION TOOLS TO DEEPEN CONVERSATIONS

Lori Rothstein, University of Minnesota Extension

Maxine Norman, University of Minnesota Extension

Do you as an educator and community leader need more tools in your toolbox to help you guide your group through difficult decision-making processes? If you need additional ideas for facilitating conversations, this workshop is for you. We will engage participants in experiencing processes to help teams brainstorm new ideas, look at different sides of an issue, and come to a decision. You will gather resources applicable to not only working with the teams, but also in engaging communities in conversation. The facilitation methods will fill your toolbox with new strategies for digging into difficult conversations, without getting dirty.

### HUMAN – Uinta 2

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#### KANSAS PRIDE PROGRAM – A 40-YEAR PARTNERSHIP PROGRAM FOR IMPROVING KANSAS COMMUNITIES

Trudy M. Rice, Kansas State University Extension

Dan Kahl, Kansas State University Extension

The Kansas PRIDE program links extension professionals with community volunteers to improve the quality of life in communities. Since 1970 this program has been a partnership of Kansas Department of Commerce, Kansas State University Research and Extension, and Kansas PRIDE, Inc. Each PRIDE community is encouraged to ask community residents what is important to them, coordinate meaningful projects, involve others, and celebrate success. The work in each community is unique to their situation. Kansas PRIDE helps local communities organize, network, find resources, and gain recognition.

#### NOTHING EVER CHANGES AROUND HERE AND OTHER RURAL LEGENDS

Bill Pinkovitz, University of Wisconsin Extension

Matt Kures, University of Wisconsin Extension

The perception that many rural communities are stagnant and lack the capacity to change, grow and develop is all too prevalent. Unfortunately, much of the research and writing on rural communities focuses on the deficiencies facing rural America. This session focuses on the important dynamic positive changes occurring in many rural communities and demonstrates how to identify similar trends in any community. Participants will learn how to find and use readily available online resources to learn more about rural communities and identify hidden assets and opportunities.

#### DEVELOPING SUSTAINABLE ORGANIZATIONS THROUGH STRATEGIC FORECASTING

Rose Fisher Merkwitz, Ohio State University Extension

Treva Williams, Ohio State University Extension

Forecasting the future for an organization is imperative to move forward in a positive direction. This team has designed a process to assist organizations to analyze their current situation through strengths/assets; opportunities and aspirations for the future; and seeking out results to provide the impact necessary to move the organization forward. The team has built upon the Mark Peterson's "Breakthrough Solutions Model" (SOAR) and adapted it to meet the current needs of organizations. The uniqueness of this process is the Action Planning worksheet developed to build commitment for implementation. The tools will be shared as a part of the session.

### SOCIAL & CULTURAL – Wasatch

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#### PRINCIPLES AND PRACTICES IN LAUNCHING COMMUNITY ARTS PILOT PROGRAM

Mary Simon Leuci, University of Missouri

Lee Ann Woolery, University of Missouri

Learn how the university has launched an effort to broaden engagement of campus faculty to work collaboratively with communities and Extension in the community arts, including engagement principles and practices, the Community Arts Café, framing and launch of a three year pilot project, and the results to date for building social, cultural and economic capital in this three way partnership between the broader campus, extension and communities.

## CONCURRENT SESSION III *(cont.)*

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TUESDAY: 10:00 AM – 11:30 AM

### SOCIAL & CULTURAL *(cont.)* – Wasatch

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#### COUNTRY CHARM AND HOSPITALITY: A VIABLE ECONOMIC STRATEGY FOR RURAL COMMUNITIES

Georgia Stuart-Simmons, University of Missouri Extension

Connie Mefford, University of Missouri Extension

This workshop will review curriculum designed to assist small towns and rural areas interested in increasing revenue through tourism. The curriculum includes two tracks, one for business owners and front-line employees, and one for community members. The content of the business track includes guidelines for delivering hospitable services to visitors. The community track focuses on getting the entire community to work together to create a welcoming environment for visitors. Resources for implementing this training will be shared.

#### Y.A.P.s: ENGAGING YOUTH IN ENRICHING COMMUNITY CAPITALS

Dale Larsen, Washington State University

Jan Klein, Washington State University

In applying the principles of USDA-NIFA's Engaging Youth, Serving Communities rural development program over two years, the presenters have empowered the development of Social and Cultural Capitals in five communities across the State of Washington. The scope and sequence of the community training workshop, challenges and triumphs of working with this program model, along with evaluation models and results will be discussed with the intent of both celebrating our accomplishments and encouraging colleagues at other LGU's to pursue this opportunity to engage rural youth in making a difference.

### SOCIAL & CULTURAL WORKSHOP – Prospector 4

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#### CREATING A SUPPORTIVE CULTURE FOR YOUTH ENTREPRENEURS: A MULTIFACETED STRENGTHS-BASED APPROACH

Diane C. Vigna, University of Nebraska–Lincoln

Nancy Eberle, University of Nebraska–Lincoln

Luke Sutton, The Gallup® Organization

Phyllis Schoenholz, University of Nebraska–Lincoln

Discover strategies to create supportive environments for youth entrepreneurs. Successful implementation of two Extension curricula will be showcased in this workshop. Participants will discover easy to use and affordable techniques to help maximize relationships between youth entrepreneurs and their communities. Participants who take a Gallup® Strengths assessment (Strengths Finder 2.0 by Tom Rath, available at Amazon, and other book sellers nationwide) prior to the workshop, and bring their top strengths along, can gain insight from a Gallup® associate into their own strengths, and learn why understanding strengths can contribute to positive experiences for all program participants, youth and adults alike.

## CONCURRENT SESSION IV

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WEDNESDAY: 8:30 AM – 10:00 AM

### FINANCIAL WORKSHOP – Silver Mine A

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#### MOVING A COMMUNITY FROM IDEAS TO ACTION THROUGH APPLIED RESEARCH

Michael Darger, University of Minnesota Extension

Brigid Tuck, University of Minnesota Extension

Moving a community from ideas to action succeeds with: quality data, pertinent ideas, committed leaders, and motivated implementers. Minnesota's Business Retention and Expansion (BR&E) program integrates these in a three-step community process: *Research, Prioritize and Implement*. A broad-based group of community leaders personally collect survey data. Campus/community interaction produces relevant ideas. Written analysis and community facilitation moves the community from decisions to action. This workshop will move fast and employ varied teaching techniques. Whether you wish to learn BR&E analysis/research or want to consider adapting the concepts to other community development pursuits, this workshop will be of interest to you.

## CONCURRENT SESSION IV (cont.)

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WEDNESDAY: 8:30 AM – 10:00 AM

### HUMAN – Silver Mine B

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#### STRATEGIC WELLNESS VIA LOCAL FOOD AWARENESS: HOW HOSPITALS CAN INFLUENCE EMPLOYEES AND PATIENTS

Brian Raison, Ohio State University Extension

Hospital patients and employees are actively engaged in health-related issues such as healthy eating; but do they know about the benefits of eating *local foods* and how these benefit the community? This presentation will showcase a process that will help you encourage health care providers in your area to create information campaigns, food events, farm tours, and other healthy food-related activities. This can complement wellness strategies *even before* cafeterias introduce local farm options.

#### COMMUNITY HEALTH NEEDS ASSESSMENT

Alison Davis, University of Kentucky

Presentation/Workshop/Poster Abstract (100 words or less) for inclusion in the Program Proceedings: A hospital that files as a 501c(3) must now provide evidence that it is responding to the health needs of the community. Each hospital must undergo a community health needs assessment (CHNA) before the end of the 2012 tax year. This is an extensive process that requires input from a diverse group of stakeholders as well as response from the hospital that determines how the hospital will respond to each identified need. CEDIK at the University of Kentucky has created a statewide program to assist hospitals through the year-long process to ensure they meet the ACA mandate.

#### USING SOCIAL MEDIA AS AN EDUCATIONAL TOOL IN DISASTERS OF 2011

Beverly Maltsberger, University of Missouri Extension

David Burton, University of Missouri Extension

Social media is creating a new niche in the area of informing people during and after a disaster. This method of sharing information was used first in Joplin after an F5 tornado totally destroyed 1/3 of the city of Joplin, a town of 55,000 people. Traditional methods of communications were destroyed. However, texting and wireless Internet service was accessible through smart phones. MU Extension assisted in development of the Facebook page [joplintornadoinfo](http://joplintornadoinfo). It was set up and served as a major communication link for people. This model was then used after the Sedalia tornado and as flooding approached northwest MO.

### POLITICAL WORKSHOP – Sidewinder

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#### LOCAL GOVERNMENT EXTENSION TRAINING: DEMOCRACY PROMOTION FOR OFFICIALS AND CITIZENS

Paul Lachapelle, Montana State University

Notie Lansford, Oklahoma State University

Julie Daniels, University of Wyoming

The goal of this interactive workshop is to introduce participants to the Local Government Extension Training (LGET) initiative ([www.lget.org](http://www.lget.org)) and the network of educators promoting education for public officials and citizens. The LGET effort is a national collaborative of over 100 individuals cooperating for over 6 years to share information on programming related to all facets of local government education. The LGET initiative seeks to promote collaboration and information exchange among Extension personnel at all levels whose programming includes research, training, and technical assistance related to local government.

### HUMAN WORKSHOP – Uinta 1

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#### HIDDEN ASSETS FOR ECONOMIC AND COMMUNITY DEVELOPMENT

Scott Hutcheson, Purdue Extension

In most communities, if you ask leaders to identify their significant and unique economic and community development “assets,” they might come up with things like the available square footage of industrial space or maybe their cheap labor, land, and utilizes, or even low taxes. These may certainly be significant but are they unique? Do they set one community apart from another? There is another set of assets that are not usually so apparent and some of these “hidden” assets are the focus of this unique program.

## CONCURRENT SESSION IV (cont.)

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WEDNESDAY: 8:30 AM – 10:00 AM

### HUMAN – Uinta 2

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#### UTAH STATE UNIVERSITY ASSOCIATION OF YOUTH COUNCILS AWARDS OF EXCELLENCE

Stanley Guy, Utah State University Extension

Cities and towns sponsor Youth City Councils accountable to their city councils. USU Extension and the Association of Youth Councils oversee and offer guidance to youth city council programs yet have no direct authority over these councils. An awards program was created to honor Youth City Councils and to provide a process for gathering impacts. Information gathered is used in the *Youth in Action* newsletter, state and federal reports, and at the Association of Youth Councils' website. Since implementing the awards program in 2002 USU Extension has documented stories of youth leadership and service occurring in Utah.

#### SALT LAKE COUNTY JAIL GARDEN PROGRAM

Katie Wagner, Utah State University Extension–Salt Lake Count

The Salt Lake County Jail Garden Program is a partnership between USU Extension and the Programs Division at the Salt Lake County Jail. The Salt Lake County Jail Garden Program provides life-skills training to low-risk prisoners. Prisoners grow a diverse garden and produce is sold at the Downtown Farmer's Market in Salt Lake City. The garden controls pest and disease using Integrated Pest Management (IPM) techniques. Participating prisoners receive 9 hours of gardening instruction on subjects relevant to the garden and green industry. The objective of the program is to aid employment of participating prisoners in Utah's green industry.

#### A FOCUS ON HUMAN CAPITAL: TEACHING YOUTH ENTREPRENEURSHIP TO ENCOURAGE COMMUNITY DEVELOPMENT

Diane C. Vigna, University of Nebraska–Lincoln

Nancy Eberle, University of Nebraska–Lincoln

Phyllis Schoenholz, University of Nebraska–Lincoln

Find out what works in youth entrepreneurship education in one mid-western state. Learn how an Extension signature program that teaches entrepreneurship to youth is delivered, and get reactions from those who have used it. We will introduce the curriculum and discuss its various delivery modalities. We will then share results of a comprehensive program evaluation of the curriculum. The evaluation protocol consisted of focus groups including groups of youth who learned from the curriculum and of teachers who taught the curriculum, random pre- and post-surveys of curriculum participants, and in-depth interviews of young entrepreneurs who learned from the curriculum.

### SOCIAL & CULTURAL – Wasatch

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#### WORKING WITH COMMUNITY DEVELOPMENT ORGANIZATIONS TO EFFECT POSITIVE CHANGE: THE GOOD, THE BAD, THE UGLY

Joe Lucente, Ohio State University

The presenters will share their experiences working with two local community organizations on developing a strategic plan: one whose goal is to increase the quality of life for residents and the other to improve economic development opportunities for their community. The presenters will provide specific strategies to work with uncooperative board members as well as describe techniques to engage audiences that are not interested in moving an economic development process forward. In addition, the presenters will provide success stories as a result of the process.

#### ENHANCING YOUR COMMUNITY FOOD SYSTEM: A GUIDEBOOK FOR PLANNING

Susan Jakes, North Carolina State University

Jonah Fogel, Virginia Tech

Michelle Ekey, North Carolina A&T State University

While there is a growing demand to develop local food sources and markets, community food systems require complex coordination and planning. To better understand how food systems develop, a project funded by Southern Sustainable Agriculture Research and Education, studied the public policies, economic conditions and social structures across the two-state region of VA and NC. Findings from the project led to the development of a geographic information system known as the Community Food System Explorer, and an in-depth Community Food System Assessment and Planning guide. This presentation will walk participants through the findings of the project, and materials created.

## CONCURRENT SESSION IV *(cont.)*

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WEDNESDAY: 8:30 AM – 10:00 AM

### SOCIAL & CULTURAL *(cont.)* – Wasatch

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#### UNDERSTANDING THE FINANCIAL ASPECTS OF BEING AN ARTISAN ENTREPRENEUR

Charles Stamper, University of Kentucky Cooperative Extension Service

During the last year, the Kentucky Cooperative Extension Service, cooperating with the School of Human Environmental Sciences (Merchandising & Textiles Department), developed and piloted five educational modules geared toward artisans. The modules, titled EMSEKA, focused on the top five needs that were identified in a regional survey distributed previously. This presentation will discuss the five modules and the success of the pilot project, as well as the next phase of the project.

### SOCIAL & CULTURAL WORKSHOP – Prospector 4

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#### THE ROLE OF SOCIAL CAPITAL IN STRENGTHENING COMMUNITY CAPITALS

Jody Horntvedt, University of Minnesota Extension

Social capital is a valuable asset in communities, including the important function of leveraging and strengthening the other community capitals. If you are interested in learning more about strengthening all community capitals, then this workshop is one you won't want to miss! We will use storytelling as a means to explore social capital and its role in strengthening financial capital, cultural capital, and other capitals. Participants will experience a variety of activities and storytelling methods including video stories, narrated presentations, and community vignettes to identify strategies they can access and/or adapt in their own work helping communities build capital.

## CONCURRENT SESSION V

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WEDNESDAY: 10:30 AM – 12:00 PM

### HUMAN – Silver Mine A

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#### ATTRACTING HUMAN CAPITAL: USING ONLINE AND LOCAL FOCUS GROUP COMMUNITY IMAGE RESEARCH TO MARKET COMMUNITY ASSETS

Charlotte Narjes, University of Nebraska–Lincoln

Kathy Tweeten, North Dakota State University

Dave Olson, South Dakota State University

Pictures might say a thousand words, but not necessarily the same thousand words to everyone. What do prospective new residents see when they look at images of a community? Are the pictures conveying the meaning intended? These questions are addressed in a three-state NIFA integrated extension and research funded study. Community members were engaged throughout this process. Understanding how community engagement impacted the research, the focus group processes, the reason certain images were selected and the methods used to pull the open-ended responses together to provide feedback to the communities on images will be shared.

#### ATTRACTING HUMAN CAPITAL: INCORPORATING IMAGES INTO A COMMUNITY MARKETING PLAN

Cheryl Burkhart-Kriesel, University of Nebraska–Lincoln Extension

Kari Fruechte, South Dakota State University Extension

Having a collection of compelling community images is an important resource for the implementation of a community marketing plan. But images are just a tool. To effectively market a community, there first must be a plan. And before the plan, there needs to be a basic level of fact-finding that helps to determine community marketing "readiness." How images are used in a broader marketing process will be the primary "take away" for the participants in this session. Variations in community readiness and how the facilitator adapts the process to the community will also be discussed.

#### ATTRACTING HUMAN CAPITAL: EFFECTIVELY REPRESENTING YOUR COMMUNITY ASSETS IN PHOTOGRAPHS

Rebecca Vogt, University of Nebraska–Lincoln

Nancy Hodur, North Dakota State University

This session will highlight how images can be utilized effectively to represent the unique assets of a community. The presentation will be based off of focus group results with current new residents in selected communities in North Dakota, South Dakota and Nebraska as well as a group of potential new residents online. During this session, you will learn the methods that were used to measure how effectively the images represented the assets of the community. Advice for communities on how to effectively use images in their marketing communications will also be shared.



## CONCURRENT SESSION V *(cont.)*

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WEDNESDAY: 10:30 AM – 12:00 PM

### HUMAN – Silver Mine B

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#### PROMOTING REGIONAL COLLABORATION: THE STRONGER ECONOMIES TOGETHER (SET) INITIATIVE

Bo Beaulieu, Southern Rural Development Center, Mississippi State University

David Sears, USDA Rural Development

Stronger Economies Together (SET) is an exciting collaboration of USDA Rural Development, the Regional Rural Development Centers (RRDCs), and key land-grant university partners. SET has now been launched in 26 states. SET enables rural counties to work together in developing an economic development plan that strategically builds on the current and emerging economic strengths of their region. The presentation will: (1) showcase the latest SET modules (2) introduce new modules being added to the SET training resources, and (3) highlight the evaluation activities that have completed in various SET regions in recent months.

#### DIRECT MARKETING FOOD SPECIALTY PRODUCTS ONLINE: A NEW RESOURCE FOR ENTREPRENEURS

Glenn Muske, North Dakota State University Extension Service

Connie Hancock, University of Nebraska-Lincoln Extension

Many individuals want to start their own business, often based on a food product. Typically the market for these products is farmers' markets, retail stores (without being specific), regional or statewide joint promotions, or at craft shows and fairs. Typically the options are within close geographical proximity. As such it may limit growth, profit or even long term business viability. An often-overlooked marketing option may be direct online marketing. This session will introduce a newly released curriculum, *Direct Marketing Food Specialty Products Online*, part of the National eCommerce Extension Initiative of the Southern Rural Development Center.

#### FOOD FOR PROFIT: ENHANCING ENTREPRENEURIAL OPPORTUNITIES AND FARM PROFITABILITY THROUGH EXTENSION EDUCATION

Winifred W. McGee, Penn State University Extension

Concerns about food security (safety and sufficiency) and an awareness of traditional food choices' carbon footprint, has increased consumer demand for local foods. The multi-faceted Penn State Extension "Food for Profit" project combines a one-day face-to-face workshop, a self-paced internet training, and a set of Extension Fact Sheets to provide the education needed by local food entrepreneurs, empowering them to conduct feasibility studies, develop written plans, and launch food ventures. The presentation will overview the educational content of "Food for Profit," profile participants, report KASA gains, and describe participant adoption rates of advocated business and risk management tools and strategies.

### POLITICAL – Sidewinder

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#### EXTENSION WATER SCHOOL: HELPING POLICYMAKERS NAVIGATE WATER ISSUES

Marina D'Abreu, University of Florida Manatee County Extension

Water quality and quantity will be significant factors in the future of Florida's public policy decisions. The Manatee County Extension Water School was designed for new and veteran elected officials and key community stakeholders with an interest in civic engagement as a "crash course" on water as it relates to municipal decision making. The hope is that elected officials will consider more fervently the importance of water and water systems as they make future planning, development, and policy decisions.

#### IMPLEMENTING AN INNOVATIVE APPROACH TO REGIONAL COMMUNITY DEVELOPMENT

Becky Nesbitt, Ohio State University Extension

Rose Fisher Merkowitz, Ohio State University Extension

Times are changing, and so are Extension programs. These changes affect every aspect of the educational effort, including program development, project funding, educational delivery, partnership building, marketing, sharing impacts, and cost recovery. This presentation is not about how Extension is restructuring to adapt to changes; instead, it will focus on the practical strategies two OSU Extension Educators have employed to successfully implement regional community development programs in southern Ohio. The logistics of marketing and delivering community development programs within a region are quite different than operating within traditional county boundaries. The Educators will discuss strategies to add value to community development efforts such as working with the state-based county commissioner's organization, partnering with regional organizations, and developing marketing materials focusing on deliverables to meet the needs of the communities within the regions. Rather than drilling deeper into program specialization, these Educators have adopted a broader approach to meet community needs.

# CONCURRENT SESSION V *(cont.)*

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WEDNESDAY: 10:30 AM – 12:00 PM

## HUMAN WORKSHOP – Uinta 1

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### WORKING TOGETHER FOR LASTING SOLUTIONS-USING ALL OF YOUR COMMUNITY'S CAPITALS

Trudy M. Rice, Kansas State University Extension

Communities are systems that have inflows and outflows, ups and downs, progression and regression. This workshop will include interactive tools that extension professionals can use with local elected officials to build positive relationships, generate innovative problem solving, diversify the community leadership base, and actively engage community members representing all of the community. This process has been used in Kansas, working in cooperation with local officials and community leaders. Learn how this model can be implemented in local communities, by extension in cooperation with local officials, actively looking to the future to measure current resources, identify the potential for improvements, and used as a planning tool to implement an action plan.

## HUMAN – Uinta 2

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### BUILDING LEADERS IN RURAL COMMUNITIES

Lyle Hansen, University of Idaho Extension

Kathee Tift, University of Idaho Extension

Grace Whitman, University of Idaho Extension

Rural communities in Idaho struggle with declining populations, economic decline, and rising poverty. To address this, University of Idaho Extension Educators partnered with the Northwest Area Foundation using the Horizons program to address these issues. Over 100 people participated in the Leadership Plenty Program (LPP). Results of post-program surveys indicated over 90% increased knowledge of leadership skills and over 55% attributed leadership skills to the LPP. As a result of LPP, four participants ran and became elected officials. Participants will be provided impacts of the Horizons program and ideas how they can use a program like Horizons in their state.

### COMMUNITY DEVELOPMENT AND FAMILY AND CONSUMER SCIENCES

Katie Hoffman, University of Idaho

Lyle Hansen, University of Idaho

Missy Cummins, University of Idaho

In order to meet clientele needs and strengthen Community Development and Family and Consumer Sciences programming, Idaho Extension Educators expanded their roles through the Horizons program. This study measured the impact of Horizons on individual's community participation, specifically running for public office. It also sought to examine the influence specific segments of Horizons had on skill development beneficial in successful public service. Study results indicated the Horizons program significantly increased skills necessary to run for public office. By working outside of typical educator roles, Extension Educators were successful in encouraging networking between participants, fostering leadership development and facilitating community engagement.

### ASSISTING LATINO FAMILIES IN ECONOMIC UNCERTAINTY

Stacey MacArthur, Utah State University Extension

Adrie Roberts, Utah State University Extension

Amanda Horrocks Christensen, Utah State University Extension

One goal of Extension is to reach underserved populations. This presentation will highlight successful techniques that can be used to inform Extension programming for Latino audiences. Research indicates key recommendations when planning programs for Latino audiences including developing personal relationships with respected Latino community leaders, holding classes in familiar meeting spaces, including Latinos in program planning, recruiting Latino instructors, volunteers, and participants through trusted Latino groups, and using culturally sensitive practices. A financial education series was developed and implemented using these techniques while considering Latino values and priorities relating to finances. This model can be applied to other audiences.

## CONCURRENT SESSION V *(cont.)*

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WEDNESDAY: 10:30 AM – 12:00 PM

### SOCIAL & CULTURAL – Wasatch

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#### CULTURAL INFLUENCES ON RANCHERS' DECISIONS TO ENGAGE IN A CONSERVATION EASEMENT AGREEMENT

Roslynn Brain, Utah State University

This presentation will share key cultural influences on ranchers' decisions whether to engage in a conservation easement (CE) agreement. The study included a set of in-depth interviews, which was followed by a quantitative survey using the theory of planned behavior, trust, environmental identity, perceptions of specific CE characteristics, and selected demographics as predictors. Results from the qualitative interviews and the quantitative survey instrument will be discussed. Based on the findings, recommendations for practice will be provided.

#### ENERGY EFFICIENCY AND RENEWABLE ENERGY: TARGETING INFORMATION AND EDUCATION TO CHANGE BEHAVIOR

Myra Moss, Ohio State University Extension

William Grunkemeyer, Ohio State University Emeriti

From 2009-2011 Ohio State University Extension partnered with Green Energy Ohio, Inc., a statewide energy advocacy group to develop and implement the Ohio Energy Office's Outreach and Education Plan to encourage the adoption of energy efficiency and renewable energy techniques by businesses and residents throughout Ohio. Extension's ability to conduct needs-based educational programming meshed well with governmental leaders' and industry's goals. We will present a replicable model for other Extension professionals to use in forging relationships with their state offices around critical energy issues. We will share program methods and lessons learned from creating effective partnerships to design and deliver educational programs.

### NATURAL WORKSHOP – Prospector 4

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#### RESPONSE AND REPORTING DISASTER IMPACTS THROUGH MULTI-STATE COLLABORATION

Deborah Tootle, University of Arkansas

Beverly Maltsburger, University of Missouri Extension

Mary Leuci, University of Missouri Extension

During the spring of 2011, the Mid-south states were slammed by severe weather that spawned deadly tornadoes, such as the F-5 that destroyed Joplin MO, and triggered historic flooding along the Mississippi River. CES in five states (Arkansas, Louisiana, Mississippi, Missouri, and Tennessee) responded rapidly and collaboratively to assist in community response and recovery. In this workshop, we focus on the organizational structure and commitment to recovery in each state, share methodologies for response, and demonstrate how the Extension Disaster Education Network (EDEN) reporting system can be used for quick recording and documenting of activities and impacts of efforts.

# Special Thanks to the 2012 NACDEP Conference Track Chairs

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## TOM CHESTNUTT, PROGRAM TRACKS CHAIR

### Human Community Capital

Mike Easterwood	EASTERM@auburn.edu	(334) 844-4704	Auburn U
Rachel Welborn	rachelw@srdc.msstate.edu	(662) 325-5885	Mississippi State U

### Financial Community Capital

Rachael Carter	rachaelc@ext.msstate.edu	(662) 325-1793	Mississippi State U
Louis Bassano	louis.bassano@maine.edu	(207) 255-3345	U of Maine

### Political Community Capital

Arturo Menefee	menefas@auburn.edu	(334) 844-2307	Auburn U
Dan Clark	dclark@montana.edu	(406) 994-7756	Montana State U

### Social & Cultural Community Capital

Cheryl Burkart-Kriesel	cburkhar@unlnotes.unl.edu	(308) 632-1234	U of Nebraska
Brian Raison	raison.1@osu.edu		Ohio State U

### Natural Community Capital

Mark Apel	mapel@cals.arizona.edu	(520) 458-8278	U of Arizona
Samantha Rich	Samantha_rich@ncsu.edu	(919) 513-0351	N Carolina State U

### Built Community Capital

Nancy Bowen-Ellzey	bowen-ellzey.1@osu.edu	(419) 238-2999	Ohio State U
Neil Linscheid	lins0041@umn.edu	(507) 337-2814	U of Minnesota

## POSTER TRACKS

Lyle Hansen	lhansen@uidaho.edu	University of Idaho
Chuck Stamper	cstamper@email.uky.edu	University of Kentucky

An additional thank you to all those participating in the regional and national awards committees.

## TOURS/FIELD TRIP INFORMATION

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### TUESDAY: 12:30 PM – 6:00 PM

All 2012 NACDEP conference tours/field trips are included in your conference registration, and many people signed up for a specific tour/field trip at registration. **If you did not sign-up, and would still like to join a tour/field trip, visit the conference information table to sign-up, as there is still room on all five tours/field trips.** Besides being new, interesting, and fun experiences in Utah, each field trip will have an educational community and economic development component, hopefully a “take home” message of value to you, of why the particular venue is valued for its contribution to local and regional community and economic development.

If you registered for a tour/field trip, pick up your boxed lunch in Foyer B&C and see where to meet below.

#### **PARK CITY MUSEUM AND WALKING TOUR OF THE HISTORIC DOWNTOWN**

Visit the Park City Museum to learn about the city's rich mining and skiing heritage, and take a docent-guided tour of the historic downtown. At 1:00 p.m. meet at the Park City Museum at 528 Main Street in historic downtown Park City (walkable from the Park City Marriott or take a free public transit ride).

#### **THE MOUNTAIN TRAILS FOUNDATION AND MOUNTAIN BIKE RIDE ON PARK CITY'S HISTORIC UNION PACIFIC RAIL TRAIL**

Visit with the Mountain Trails Foundation, a non-profit organization that is Park City's trails advocate, dedicated to promoting and maintaining local trails for non-motorized, recreational use. Get fitted with mountain bikes and helmets, and take off for the rest of the afternoon to bike either on the Round Valley bike trail or another trail of your choice. At 12:30 p.m. meet in the Sidewinder Room (Lobby Level) for a beginning presentation from Charlie Sturgis of the Mountain Trails Foundation and Riley Cutler with the Governor's Office of Economic Development. After the presentation the group will walk over to White Pine Touring to be outfitted with bikes and helmets.

#### **UTAH OLYMPIC PARK TOUR**

The mission of the Utah Olympic Park is to provide a year-round, world-class facility to develop athletes in winter sports through competition, training, and recreational programs. During the 2002 Olympic Winter Games, the venue welcomed more than 300,000 visitors during 16 days of competition, and was the site of 14 Olympic events. Learn about the importance of sports tourism to Utah. At 12:30 p.m. meet in the Uinta I Room for a presentation by Mike Deaver, VP for Development for the Utah Sports Commission, on the importance of sports tourism to Utah. Following the presentation we will board the bus to the Olympic Park. At the Utah Olympic Park, visit with Colin Hilton, Director of the Utah Legacy Foundation.

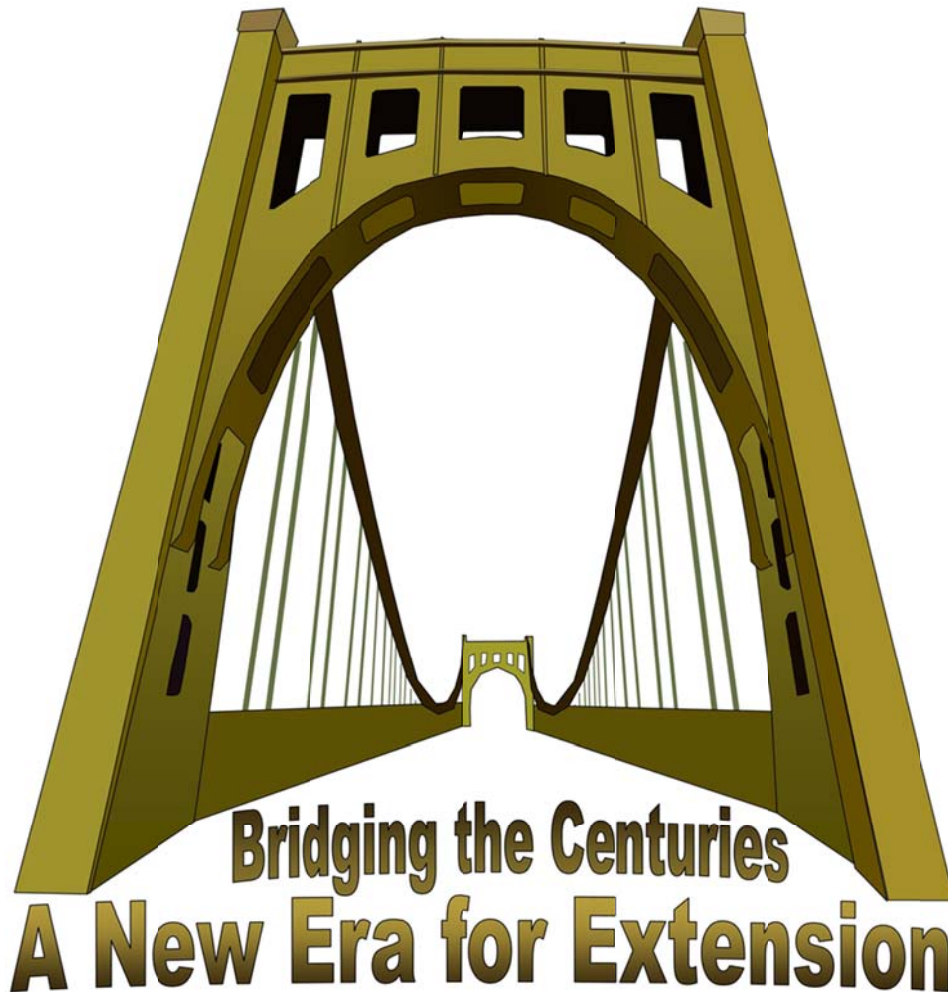
#### **THIS IS THE PLACE HERITAGE PARK**

The West ... just as it was! Step back in time with a visit to This Is The Place Heritage Park. Managed by a non-profit foundation, this is Utah's premier living history attraction, an historic 450-acre Utah State Park, preserving and promoting the heritage and history of Utah. You'll find it alive in storied accounts of the settlement of the West, told by knowledgeable interpreters in a setting of original and replica historic homes. At 12:30 p.m. board the bus outside the main lobby for the ride to This Is The Place Heritage Park.

#### **ANTELOPE ISLAND STATE PARK**

Antelope Island State Park is the largest island in the Great Salt Lake, and home to a roaming herd of 500 bison. Pronghorn, big horn sheep, mule deer, and birds also share the rangelands that overlook the desert lake. Opportunities to view wildlife are available on the park's roads and backcountry trails, which are open to horseback riding, mountain biking, and hiking. At 12:30 p.m. board the bus outside the main lobby for the ride to Antelope Island State Park. At the park, visit with Barbara Riddle, Director of Davis County Economic Development, and Jeremy Shaw, Manager of Antelope Island State Park.

**COMING NEXT YEAR**  
**GALAXY IV**



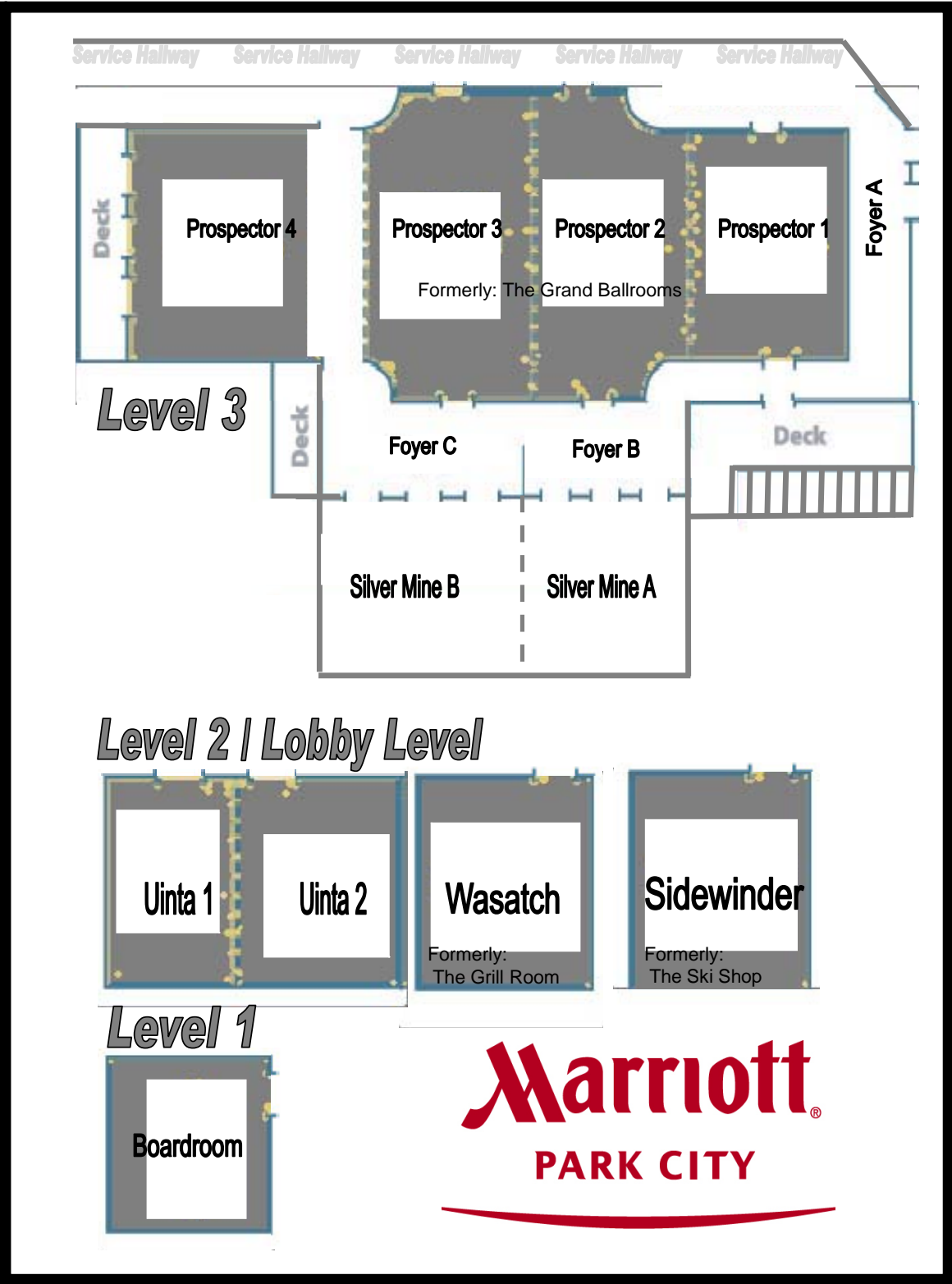
**September 16-20, 2013**

**Pittsburgh, PA**

**[www.jcep.org/galaxy.htm](http://www.jcep.org/galaxy.htm)**

# PARK CITY MARRIOTT

## FLOOR PLAN





# THANK YOU FOR ATTENDING THE 2012 NACDEP CONFERENCE



NACDEP | PO Box 68721 | Grand Rapids, MI | 49516-8721 | [616] 301-1011 | [assoc.manager@nacdep.net](mailto:assoc.manager@nacdep.net)  
[www.nacdep.net](http://www.nacdep.net)