

Community Development Newsletter



April 18, 2008

EDITOR: MYRA MOSS

GREETINGS FROM GREG AND JOHN, CO-INTERIM ASSISTANT DIRECTORS

There are a number of outstanding programming opportunities described in this edition of the Community Development e-Newsletter. We hope you will take advantage of some of these opportunities in your efforts to respond to the needs of clientele. We also hope to see all of you at the May 15th Spring Conference in Columbus where the unveiling of the Strategic Plan for OSU Extension will occur. As you review the 8 strategic issues of the strategic plan in preparation for this event, you will discover that Community Development has a prominent role in the future of OSU Extension

We hope all of you are enjoying the beautiful spring weather!

ENTREPRENEURSHIP RESOURCES:

- **ONE YEAR ANNIVERSARY OF SMALLBIZU**

Since SmallBizU was offered for small businesses and entrepreneurs in the spring of 2007, over 230 participants have completed at least one course. The benefit of internet-based courses is that they can be taken anytime and anywhere. For busy business owners and managers seeking to improve their business, this 24/7 access is vital. SmallBizU is the largest collection of entrepreneurial training resources available on the internet. There are numerous core courses that teach business principles by using the 3M's "Money, Marketing, and Management." They feature animated Power Point presentations and worksheets. Each course is \$29.95, with a block of courses in one of the three areas costing \$99.

To celebrate the 1-year anniversary, we are offering two free courses called "Marketing 101" and "Crafting a Business Plan" through June 31st. To access the free courses go to www.southcenters.osu.edu/benet/freecourse.htm

For more information about SmallBizU, go to our website: www.southcenters.osu.edu/benet or contact Kelly O'Bryant at 740-289-3727 Ext. 235 or obryant.6@osu.edu.

- **FACT SHEET: COOPERATIVE MARKETING: WHAT DOES IT TAKE: IS IT FOR YOU?**

Many people use the word "cooperative" in conversations but the word can be used as a noun or a verb. If clientele tell you they are interested in cooperative marketing, what do they mean? This fact sheet will help educators and clientele differentiate between cooperative marketing and a marketing cooperative. If you are interested in discussing cooperative marketing or helping a group understand the difference, feel free to contact me at west.222@osu.edu or 740-596-5212. The fact sheet can be accessed at http://ohioline.osu.edu/cd-fact/pdf/Cooperative_marketing.pdf (Submitted by Travis West, Vinton County)

- **NEW SBA ONLINE SMALL BUSINESS JOURNAL LINK:**

http://sbaer.uca.edu/sbij_journal_v1_2008.pdf

THE Small Business Institute and Small Business Advancement National Center are honored to present the 2008 Small Business Institute Journal.

<p>Small Business Advancement National Center - University of Central Arkansas College of Business Administration - UCA Box 5018, 201 Donaghey Avenue Conway, AR 72035-0001 - Phone (501) 450-5300 - FAX (501) 450-5360</p>

- **EXTENSION CO-HOSTING "EXPORT TO CHINA" WORKSHOP**

Small businesses in Ohio do not have to limit their business to a local area. Expanding a business through exports may not be too far out of reach. Over the past few years, the United States' exports to China grew almost 66%, despite a large trade deficit globally. In 2007, the US became the number one exporter in the world with \$1.6 trillion in goods and services exported and consider that small businesses account for about a quarter of America's exports. So even though you have a small business and think it would be hard to do business with other countries like China, with some planning, there are opportunities to grow a small business through international markets.

Small Businesses should consider attending "Doing Business in China: Opportunities for US Companies" on Tuesday, April 22, 2008 from 9:00 AM to 2:00 PM at The Ohio State University South Centers in Piketon, Ohio. This seminar will cover topics that include: Chinese Commercial Landscape, Chinese Commercial Trends, Keys to Trade Finance, Trade Regulations, and Managing Global Logistics. The seminar will also feature a keynote luncheon presented by an expert in US-China trade. This event is hosted by The US Department of Commerce/US Commercial Service "Cincinnati" along with The Ohio State University South Centers Small Business

Development Center.

The cost of the seminar is \$30 per attendee which includes a continental breakfast and lunch. For more information or to register, please contact Jennifer Schwachter of the US Commercial Service at 513-684-2944 or Jennifer.Schwachter@mail.doc.gov. Registration, program agenda and directions to the OSU South Centers are available online at <http://www.buyusa.gov/greatlakes/doingbusinesswithchina.html>.

EXTENSION PROGRAMS:

• PREPARING YOUTH FOR THE WORKFORCE: BLENDED E-LEARNING II

Last fall, 18 Extension professionals participated in a learning experience called Blended E-Learning II: Youth Workforce Preparation. This experience built on the Blended e-Learning pilot program funded by Venture Funds and was funded by the Ohio 4-H Foundation. Seven instructors worked in collaboration to provide content and technology materials. Course content was delivered using blended methods over a seven week span.

Impact:

Participants gained knowledge and understanding about workforce preparation in the knowledge economy and using technology tools □□" both important in workforce preparation. Evaluation results showed gains in knowledge, awareness, and ability to share concepts with others. For example, the number of indicating they understood the concept of the knowledge economy moved from 36% before to 100% after the program. A similar trend was seen when participants were asked if they understood and could share key concepts concerning skills needed for success in the 21st Century (6% reported strongly agreeing at the beginning of the training compared to 93% strongly agreeing at the conclusion of the training). When asked about usefulness of the workforce prep content and technology tools, participants reported the material and tech tools were useful, were being used often, and that they would use in the future.

Sharing Teaching Tools:

Participants created products (enhanced podcasts) for statewide use for helping Extension professionals and volunteers learn and teach others about important issues related to the knowledge economy and preparing youth for success. Initially distributed through a session Annual Conference in December, these tools are now available via the web at <http://knowecon.osu.edu/workforce-preparation-initiative/workforce-preparation-initiative>. More information will follow on suggested uses and supporting resources to accompany these tools.

**Submitted on behalf of the Blended e-Learning II Instructor Team by Tricia Callahan & Graham Cochran, February 2008.

• SUCCESSFUL OSU EXTENSION URBAN LOCAL FOODS PROGRAM: MIAMI VALLEY GROWN

Montgomery County is home to a successful campaign to help connect local food growers and producers with local buyers. This collaborative effort begun by OSU Extension in 2007 has grown into "Miami Valley Grown" which now brings people together and encourages the consumption of healthy, fresh, locally grown foods. Please use the following link to read the entire article (submitted by Brian Raison)

• LOCAL GOVERNMENT ACADEMIES ACTIVE IN TOLEDO AND YOUNGSTOWN

Local Government Leadership Academies in the cities of Toledo and Youngstown graduated 24 and 25 people respectively as they completed the 10-week OhioLocalGovernmentLeadershipAcademy curriculum.

The OhioLocalGovernmentLeadershipAcademy is designed for elected officials from county, municipal, and township governments, and for appointed individuals who serve on local government committees, commissions, boards or task forces. The purpose of the Academy is to provide useful programs that will enhance the leadership and decision-making skills of public officials.

The LocalGovernmentLeadershipAcademy curriculum includes ten workshops. Local Government Leadership Certificates were presented to each individual who completed at least seven of the ten workshops. For more information on establishing this highly successful partnership in your county, please contact [Joe Lucente](#)

NEWS FROM SEA GRANT:

• ECO-TRACK ENVIRONMENTAL AWARENESS PROJECT TEACHES ENVIRONMENTAL AWARENESS:

Northwest Ohio residents have a new vehicle to learn more about the environment through a new Eco-Track environmental awareness project launched by WTOL-TV 11 Toledo. Lake Erie information, web content and research links were provided, in part, by Ohio Sea Grant. This environmental news project also provides a media outlet for communicating additional science-based stories. Environmental news stories are broadcasted on a regular basis now as part of the Eco-Track program. The project can be viewed at <http://wtol.envirocast.net/>. (Melinda Huntley, Jill Jentes-Banicki, 3/08)

• SEA GRANT PROGRAM IMPACTS:

Eleven marinas adopted plans and put into practice voluntary best management actions in order to qualify as Certified Ohio Clean Marinas. These marinas were recognized at an Awards Presentation at the Cleveland Boat & Waterfront Lifestyle Expo. Over 50 persons attended the event.

Over 6,000 lbs of boat shrink wrap generated by show exhibitors at the Cleveland Boat & Waterfront Lifestyle Expo was collected by Mondo Polymers and recycled into useful products.

114 charter captains signed the Ohio Clean Boater Pledge at the 2008 Lake Erie Charter Captains Conference. Over 150 free bilge products were distributed at the Ohio Clean Boater Display manned by Comer at the charter captains conference held March 1, 2008 at the Bowling Green State University Firelands Campus. (Submitted by Gary Comer, comer.29@osu.edu)

- **LAKE ERIE COASTAL TRAIL:**

Lake Erie Coastal Ohio Trail", <http://www.ohioshipwrecks.org/>

The purpose of this website is to help promote the protection of shipwrecks and increase awareness of the rich maritime history which lies beneath the surface of Ohio's Lake Erie. In addition, we hope to boost coastal eco-tourism through scuba diver visitation. A 1999 New York Sea Grant survey showed divers living within the Great Lakes region spent \$61 million a year on boat and auto fuel, lodging and food, etc. and \$47 million on diving-related expenditures.

The mysteries surrounding 'shipwrecks' are always exciting, while the history associated with each shipwreck reveals the role it played in the development of Ohio, the Great Lakes region, and our nation. The shipwrecks within this website are a mere sampling of the hundreds of shipwreck sites located in the depths of Lake Erie.

Lake Erie, the 12th largest freshwater lake in the world, is the shallowest, warmest and southmost of the Great Lakes. There are three recognized basins in Lake Erie; the shallow Western Basin, averaging 24 feet in depth, the Central Basin, with a average depth of 60 feet, and the Eastern Basin, averaging 80 feet in depth

Erie's shallowness adds to its treacherous reputation; she can go from flat calm to a raging beast in less than 20 minutes. Hence Lake Erie has over 1700 shipwrecks, of which only 277 have been found and salvaged, or located by divers and remain on the bottom of Lake Erie. Over 6000 shipwrecks are known to have occurred Great Lakes wide, with Lake Erie claiming the most at 1700.

Whether you are a seasoned scuba diver or a maritime history aficionado, we believe you will not only learn more about Lake Erie's maritime heritage, but will also gain an increased respect for the need to preserve and protect Ohio's historic shipwrecks. As an eco-tourist interested in exploring all Lake Erie has to offer, you will discover a whole new world 'beneath Lake Erie's surface' to investigate. For more information, please contact [Joe Lucente](mailto:Joe.Lucente) or [Dave Kelch](mailto:Dave.Kelch)

UPCOMING EVENTS AND WORKSHOPS:

- **FEDERAL RESERVE BANK COMMUNITY DEVELOPMENT POLICY SUMMIT:**

Consumer finance is a hot topic these days. The mortgage lending crisis has intensified the spotlight on subprime borrowing, financial education, household debt, credit card spending, and unfair and deceptive lending practices. These issues are of growing concern to community development practitioners, legislators, policy makers and consumers alike.

How did we arrive at this point and where do we go from here? Join us in Cleveland June 11-12, 2008, for a lively and thought-provoking discussion at the Federal Reserve Bank of Cleveland's 6th annual Community Development Policy Summit. The conference will open with remarks by Federal Reserve Governor Randall Kroszner, who provides Congressional testimony and speaks regularly on consumer protection and community reinvestment issues. The agenda for the day-and-a-half conference includes two plenary sessions as well as smaller breakout discussions that will examine a broad range of consumer finance issues in greater depth.

The previous three policy summits sold out, so register today! Any questions? Email donna.n.brooks@clev.frb.org. Registration for the Policy Summit can also be accessed via the following

URL: <http://www.clevelandfed.org/commaffairs/conf2008/policysummit/Index.cfm>

ADDITIONAL RESOURCES:

- **NEW STUDY RELEASED ON ROLE OF UNIVERSITIES IN REGIONAL ECONOMIC DEVELOPMENT**

ENGAGING UNIVERSITIES IN REGIONAL ECONOMIC DEVELOPMENT

In recent years, numerous regions have been working to engage colleges and universities in support of local economic development efforts. Building these partnerships has often proved to be challenging, and a new report seeks to offer guidelines on how to improve the process. The Council on Competitiveness study, "Cooperate," was prepared for the US Department of Labor's WIRED (Workforce Innovation in Regional Economic Development) program. It includes a series of recommendations for how university leaders, business executives and economic developers can build strong long-term partnerships in support of regional transformation. It also includes an interesting series of case studies of exemplary approaches and program models. Featured regions include Danville, VA; St. Louis, MO; South Texas; and North Central Indiana.

Download the March 2008 Council on Competitiveness report, [*Cooperate: A Practitioner's Guide for the Effective Alignment of Regional Development and Higher Education*](#)

- **CALL FOR PAPERS:**

Attached you will find the first call for presentations for the 2008 Alliance of Natural Resource Outreach and Service Programs annual meeting, September 9-11th, New Braunfels, Texas.

This dynamic conference is for professionals who coordinate or administer training and volunteer programs in natural resource conservation, education, and outreach and for those interested in developing such a program. Enjoy a beautiful Texas Hill Country setting as you learn from a diverse range of programs, network with colleagues, and obtain valuable tools to enhance your existing program or develop a new one.

ANROSP is a national alliance of adult natural resource education and stewardship programs, including Master Naturalists, Master Watershed Stewards, Coverts, Wildlife Stewards, Master Woodland Managers, and more. ANROSP facilitates networking and exchange of resources and information among coordinators of citizen-based environmental programs across the United States, helping create healthy ecosystems and communities through citizens who learn, teach, and practice natural resource stewardship. Details on the organization can be found at <http://www.nralliance.org/>.