



WEBINAR ANNOUNCEMENT

21 Years of First Impressions

Andy Lewis (University of Wisconsin)
Myra Moss (The Ohio State University)
Kelly Nix (West Virginia University)

*October 2, 2012 (Tuesday)
12:00 PM – Eastern Time*

<http://connect.msu.edu/ncrcrd>

About the webinar:

First Impressions: A Time Tested Community Assessment Tool

First Impressions is a simple tool that has been around since 1991 and can be used as part of a broader economic development approach. There are many tools in the economic development toolbox that provide objective analysis of data, but few that get at people's perceptions and attitudes. Both are important. It's one of the early tools to apply (and re-apply) to help the community establish priorities for: Tourism development, Retail trade development. Business attraction/relocation decisions and Recruiting "talent" to town for employers (public, private for-profit, private non-profit).

This webinar will be led by three Extension educators in three different states that have used and evaluated the use of the program in their state. Participants will learn how this peer learning model can be used effectively to impact positive change within the community.

About the Speakers:

Andy Lewis is a Professor and Community Development Specialist with the University of Wisconsin-Extension Center. He is currently serving as Community and Economic Development Manager in the UW-Extension Office of Broadband Sustainability. He carries out the Wisconsin Idea by conducting applied research and educational programs that address community technology adoption. He has made numerous professional presentations and is the author of several community development publications. Andy is a four-time Chancellor's Award recipient and was one of the co-authors of the award winning First Impressions community awareness program which has been recognized nationally and internationally for its innovation.

Myra Moss is Extension Educator, Community Development, with The Ohio State University. Responsibilities include program development, implementation and research throughout Ohio. Moss holds the faculty rank of Associate Professor with The Ohio State University. Her areas of specialization include sustainable community planning and development, energy and entrepreneurship. Over the past 13 years she has assisted 10 Ohio communities in the development and implementation of community plans based on principles of sustainability. Moss is a past President and Board member of the Ohio Economic Development Association. Her education includes an MBA and MA from Ohio University and a BA from Long Island University.

Kelly Nix is an Assistant Professor and Specialist at West Virginia University Extension Service in the CRED unit of Community, Economic and Workforce Development. In this role, she focuses her attention statewide on *Community Development* for community leaders. She is intimately involved in community programs such as *First Impressions*, *Power of Ten*, *Tourism* and other related *Community Development Projects*. More specific areas of interest and expertise include facilitation, strategic planning, organizational development, team building and project planning. Kelly is a certified facilitator in The Effective Facilitator with Leadership Strategies, Inc. and in Real Colors with the National Curriculum and Training Institute, Inc.

Registration: There is no registration and no fee for attending this webinar.

To join the webinar go to <http://connect.msu.edu/ncrcrd>, "enter as a guest" is by default already chosen. Type your name into the text box provided, and click on "Enter Room". You are now in the meeting room for the webinar.

The webinar will be recorded and archived at http://ncrcrd.msu.edu/ncrcrd/chronological_archive.

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