
CaRDI Communiqué

ISSUE NUMBER 5/AUGUST 2007

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Highlights

“WHY COUNTING COUNTS” WEBINAR

Thursday August 16th, at 10:00 a.m.: Webinar designed to ensure that every New Yorker is counted in the 2010 Census.

The 2010 Census could have a profound effect on New York, in terms of the states' share of federal funding, number of congressional representatives and will be utilized for re-districting of state and local legislative districts. The 2000 Census resulted in the loss of two congressional seats as a result of what some leading experts say was an undercount of the state's citizens by the US Bureau of the Census.

The hour long session, “*Why Counting Counts*,” will provide an overview of how:

- the census will be implemented,
- local officials can assist in address updates to make sure all of your citizens are canvassed, and
- county officials can contest population estimates that they believe are inaccurate.

This Webinar is being jointly sponsored by the New York State Association of Counties, the Empire State Development Corporation, the Cornell University Program on Applied Demographics, the Dennis A. Pelletier County Government Institute, Cornell Cooperative Extension, the New York State Association of County Planning Directors and the Community and Rural Development Institute at Cornell University. For further information see:

<http://www.nysac.org/>

Topic: Why Counting Counts: Preparing for the 2010 Census.

Date and Time: August 16, 2007, 10:00 am, Eastern Daylight Time (GMT -04:00, New York)

Event Number: 664 638 721

Panelist Password: The Event has no Panelist Password

Host Key: 596888 (use this to reclaim host privileges)

Event Password: becounted

Event Address for Attendees:

<https://nysacevents.webex.com/nysacevents/onstage/g.php?d=664638721&t=a>

Event Address for Panelists:

<https://nysacevents.webex.com/nysacevents/onstage/g.php?d=664638721&t=p>

To start the online event

At least 30 minutes before the start of the event:

1. Go to <https://nysacevents.webex.com/nysacevents/onstage/g.php?d=664638721&t=h>
2. If you have not yet done so, log in to your host account.
3. On the Event Information page that appears, click "Start Now".

Teleconference information

Call-in toll-free number (US/Canada): 866-469-3239

Call-in toll number (US/Canada): 650-429-3300

Toll-free dialing restrictions: http://www.webex.com/pdf/tollfree_restrictions.pdf

Dates

RURAL AGING SUMMIT

Division of Interdisciplinary and International Studies, Ithaca College Gerontology Institute
presents the *Rural Aging Summit*

Emerson Suites, Phillips Hall, Ithaca College

Thursday, September 20, 2007, 9:15 a.m.–4:30 p.m.

Friday, September 21, 2007, 8:00 a.m.–1:00 p.m.

Registration fee: \$60

The Rural Aging Summit is a working conference to raise awareness of the unique challenges and opportunities presented by a growing elder population in rural areas. Conference attendees will help to develop a comprehensive report of policy recommendations to address concerns at the state and local levels. Topics include health promotion and services, income and economic security, informal support, long-term care, social and supportive services, and transportation and access. The summit is hosted by ICGI in collaboration with the New York State Assembly and Senate Committees on Aging, the New York State Legislative Commission on Rural Resources, the New York State Office for the Aging, and Cornell University.

ADDRESSING THE NEEDS OF MULTICULTURAL AND IMMIGRANT COMMUNITIES

October 9-10, 2007 inservice (precedes the CCE systemwide conference)

This professional development session is designed to meet multiple goals: identify resources and strategies for increasing our cultural competencies as Extension professionals; explore cultural perspectives of families; discuss research and extension efforts that address immigrant farmworker needs; and learn about the experience of newer immigrant populations in NYS communities. This will involve a mix of plenary sessions and concurrent sessions.

To develop relevant education programs, Extension professionals must understand changing family structures, immigrant perceptions on community acceptance and immigrant farmworkers' contributions to local communities, the shifting needs of local communities, and the impacts of global trends. Only when we understand issues and when we take steps to increase our cultural competencies can we deliver meaningful programs for our constituencies.

Registration at: <http://conferences.cce.cornell.edu/ccesc/>

Sponsors: Epsilon Sigma Phi, CCE Diversity and Inclusion Professional Development Team, Cornell Farmworker Program

WORKSHOP ON RESEARCH FRAMEWORKS: ENTREPRENEURSHIP IN FOOD, AGRICULTURE, NATURAL RESOURCES, AND RURAL DEVELOPMENT

The McQuinn Center for Entrepreneurial Leadership and the University of Missouri's Division of Applied Social Sciences invites interested individuals to a national two-day workshop on research frameworks for studying entrepreneurship in food, agriculture, natural resources, and rural development to be held October 18-19, 2007, at the Kauffman Foundation in Kansas City, MO. Participation will be limited to 75 registrants.

The workshop will bring together researchers and practitioners seeking a better understanding of the nature, causes, and consequences of entrepreneurial activity for food and agricultural production and the development of rural communities. Entrepreneurship is defined here broadly as not only the creation of new firms or the development of "entrepreneurial" personalities, but also the management of existing resources, the formation and development of innovative organizational forms (such as new-generation cooperatives), and innovative response of individuals and groups to technological change more generally.

Panels and presentations focus on such issues as the definition and measurement of entrepreneurship, the nature of teams and "collective entrepreneurship," the effects of networks and social capital on entrepreneurial activity, and the managerial and organizational response to technological innovation. Keynote speakers include [Cornelia Flora](#) (Iowa State University), [Randall Westgren](#) (University of Illinois), [Pierre Desrochers](#) (University of Toronto), and Sandy Kemper, a well-known serial entrepreneur from the Kansas City area. Ample opportunity will be provided for discussion and interaction. Also, there will be optional breakout sessions (Collective Entrepreneurship and Research Methods) on Friday afternoon, following the 2 pm conclusion of the conference.

For more detailed information, please see: <http://mccel.missouri.edu/2007workshop/>

2007 INTERNATIONAL PHOTONICS, FOOD, AND AGRICULTURE CONFERENCE *Roadmap to Security and Production in the 21st Century.*

November 16, 2007, 8:00 am – 4:30 pm, followed by a wine and cheese reception
Inn on the Lake, Canandaigua, NY

Agribusiness as an industry presents significant problems and opportunities that photonics, optoelectronics and microsystems-enabled technologies hold the key to solving. From smart farming to limit pesticide applications and managing irrigation, to monitoring pathogens and mitigating infectious diseases, to tracking the flow of food products throughout the shipping process, agriculture and innovative technologies are presenting possible solutions to these, and many other problems.

Please mark your calendar today so you can attend this technology road-mapping session to hear about the latest advances in addressing agribusiness problems, and learn about where future development needs are. Companies will also speak about the value of developing new technology for the agribusiness sector which can jump-start the development of technology for biomedical markets.

Sponsors include the Finger Lakes New Knowledge Fusion Project, the Infotonics Technology

Center and the New York AgriDevelopment Corporation.

For further information contact

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Resources

THE PEW INTERNET AND AMERICAN LIFE PROJECT

The Pew Internet and American Life Project just release a new report on home broadband adoption. 2 interesting stats from the report:

* 31% of those living in rural areas have broadband at home

* 30% of low income (annual household incomes under \$30,000) households report having broadband at home

The full report can be found at: http://www.pewinternet.org/PPF/r/217/report_display.asp

TECHNOLOGICAL INNOVATION CAN HELP REINVIGORATE RURAL ECONOMIES

In the latest issue of The Main Street Economist, Assistant Vice President, Omaha Branch Executive and Economist Jason Henderson explores how rural areas can tap the power of technological innovation to help reinvigorate rural economies. He reviews ways that innovation can boost rural prosperity through new product creation, improved production processes and opening doors to new markets. You can find the full text of the article at <http://www.kansascityfed.org/RegionalAffairs/mainstreet/MainStMain.htm>.

REGIONAL LISTENING SESSIONS ON RURAL ENTREPRENEURSHIP: LESSONS FROM THE NORTHEAST

The Northeast Regional Center for Rural Development has announced the publication of their report, "Regional Listening Sessions on Rural Entrepreneurship: Lessons from the Northeast" (Rural Development Paper No. 37). The report is based on the notes from the five listening sessions (northeast region) that were funded by the Kellogg Foundation. An electronic version of the report is located at: <http://www.nercrd.psu.edu/Publications/rdppapers/rdp37.pdf> The publication is currently being printed. For more information contact the Northeast Center for Rural Development at (814) 863-4656 or nercrd@psu.edu.

FOUNDATIONS OF PRACTICE: COMMUNITY DEVELOPMENT CORE COMPETENCIES FOR EXTENSION PROFESSIONALS

The North Central Community Development program leaders recognize the increasing need for Extension professionals to have basic knowledge and skills in the processes, tools and techniques of community development work. To address this need, a conceptual framework has been developed to provide a common language and understanding of community development work.

Referred to as the [Foundations of Practice: Community Development Core Competencies for Extension Professionals](#), this framework was developed by a national team and presented at the inaugural National Association of Community Development Extension Professionals conference in February 2005. It is composed of three major components:

1. [Understanding Communities and their Dynamics](#)
2. [Developing Successful Community Initiatives](#)
3. [Areas of Specialization and Emphasis](#)

We encourage you to read through this Web site for additional information on the three components, as well as information on how these components are being implemented in the North Central region.

THE NEW YORK MARKETMAKER WEBSITE

The New York MarketMaker website went online mid-July, and that last week its Cornell domain name (<http://nymarketmaker.cornell.edu/>) also went 'live'.

This site promises to become a major resource for all NY producers, processors and food entrepreneurs- we've already registered the producers on the Pride of NY database, along with NOFA-NY and many of the growers contacted during off-season conferences from January through April. In fact, our New York producer database is presently equal in size to the other 4 states in the network! Producers who aren't listed can self-register or update the info that's there at present, either by clicking 'Register Your Business' or emailing us at Extension/NYC at nymarketmaker@cornell.edu.

Two innovations are being added to our site and the national network: [1] Ag Marketing Resource Center (www.agMRC.org) from Iowa State serves as the national portal for MarketMaker, and they're receiving over 3.5 million 'hits'/month; [2] A 'Buyers and Sellers' Forum is being added to our site- this new element is presently being beta-tested- both are viewable on the site in its present form. We are still seeking website sponsors to help recoup the startup costs already covered by Extension/NYC. Founding sponsors will have a click-through logo on the face page of the New York site, and producer groups can 'time share' the sponsorships (i.e., have their logo come up every other click) . If folks have producer or trade groups they think would be interested, have them contact me directly and I'll be happy to discuss sponsorships. We've applied for a NY Farm Viability grant to do outreach and education with Extension colleagues and trade groups throughout the State, so watch this space and please have your ag and economic development staff send ideas, suggestions and corrections as found. Also share any link that you think would be appropriate for the 'Related Links' page or for helpful fact sheets. We're at stage one but are confident that this resource will aid Extension and NY producers to develop and revivify the agricultural sector in a number of ways over the coming years.

Funding / Grants

BROADBAND GRANTS ANNOUNCED

The U.S. Department of Agriculture has announced that \$8.9 million is available to fund grants to provide broadband service to unserved, economically challenged, rural communities. Projects to bring broadband service to communities that do not currently have residential broadband service and that have no more than 20,000 inhabitants are eligible for grants between \$50,000 and \$1 million. The competitive award process will give priority to projects aimed at smaller communities with lower per capita personal income levels. Applications for the Community Connect Broadband Grant Program are due Aug. 20. More information is available in today's "Federal Register" or at www.usda.gov/rus/telecom/commconnect.htm.