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# Community Initiatives

A Newsletter for Building Illinois Communities

Edited by Cynthia Erickson and John van Es

No. 1 February 1989

## County Update: Crawford County

After a fairly active 1988, the members of the *Crawford County and You* not-for-profit-organization met in January to reassess goals and accordingly set up new committees. The CC&U group, now just over two years old, was established with the aid of Crawford County Extension advisers in August 1986.

Activities and accomplishments of CC&U have been numerous during 1988:

- Countywide Soybean Promotion
- Countywide Beautification Project
- (Not so successful) Fund Raiser
- Video Presentation to High Schools
- "After Hours" Get-Together
- Countywide Data Base of Business and Community Services
- Paperwork Toward "Certified City" Application

The CC&U organization has been most successful in organizing special countywide events, and in building morale and positive thinking throughout the county. While members wish more tangible economic results had been accomplished, they also recognize the important strides made by fostering a countywide awareness and focus on community economic development in a relatively short time.

The Crawford County advisers, Ann Updegraff and Larry Wilson, are involved in local community and economic development activities through CC&U. The advisers are convinced their "team involvement" has been very beneficial to the county Extension office since they are more visible

to the business community and have expanded their audiences.

A link with existing groups and businesses in the county was actively sought at the beginning and continues to thrive. Larry Wilson feels the county-wide scope and linkage with businesses and local groups has provided a good network system for exchange of information and resources.

Some concerns about citizen involvement are reflected in the statement from Ann Updegraff that, "New efforts with specific purposes seem to receive more support than do ongoing efforts. It is relatively easy to get people involved around a particular event, but maintaining participation between events is a challenge."

Both advisers also express concern and some frustration that Extension advisers were leaned on too heavily when it came to legwork and meeting deadlines. They feel strongly that Extension's role must be to facilitate, organize, and educate. The planning and implementation of community activities should be the responsibility of the local citizens.

During February, CC&U will host a two day program, *Successful Strategies for Successful Businesses*. The program begins with a dinner and guest speaker Tom Trone, entrepreneur and director, Small Business Institute. On the following day, Tom Trone, Norma Turok, and Pat Fessel, from the Southeastern Illinois Business Development Center, will be available for five hours to consult with individual business owners.

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## Will Travel and Learn...

**March 1-3, 1989** *Communities at Risk: Putting Resources to Work*, Sheraton Inn, Springfield. This conference can help you tap into the many potential programs that will help prevent your community from becoming at risk economically. You will receive intensive training in policy and program techniques that emphasize community partnerships and interagency collaboration in order to meet the multiple needs of all populations in your community. Sponsored by the Illinois Community Education Association, the Illinois Alternative Education Association, and the Illinois Chapter of the Community Development Society. For details, call Norma Turok at 618/439-7263.

**March 28-30, 1989** *Empowering Rural Communities for the 1990's: Revitalization Through Community Leadership and Economic Development*, St. Louis. County advisers will be introduced to tools and skills which will enable them to work more effectively on community development in rural areas. As a result of this conference, participants will:

1. Develop the ability to involve the interdisciplinary efforts of youth, home economics, agriculture and community resource development program areas into the rural revitalization issues of community leadership and economic development;
2. Learn to reach leadership models and skills to facilitate community and economic development;
3. Learn how to use tools to combat fatalism and help rural communities gain a vision of what they can be;
4. Learn how to mobilize resources for action in rural communities.

Because rural revitalization falls under the new issue programming thrust, staff from all four program areas are strongly encouraged to attend. *Travel reimbursement up to \$80 and the registration fee of \$75 will be covered for ten Illinois advisers.* Please contact Jim Brademas 217/333-1824, if you are interested in attending or desire more information.

The conference is a joint effort of the North Central Leadership Development Workshop and the Economic Development in Small Communities Workgroup.

**October 3-5, 1989** Please mark these dates for our third annual community and economic development workshop for Illinois Extension advisers. Details later!!!

## Available for the Asking...

The North Central Regional Center for Rural Development, a Center supported by both the Experiment Stations and the Cooperative Extension Services of the North Central States, publishes a bi-monthly newsletter, *Rural Development News*. The newsletter contains useful information on activities supported by the Center. For example, the November 1988 issue contains a very interesting article entitled, "Fighting a Negative Image: The Case of Tigerton, Wisconsin"; an excellent case study of a successful community development program. The same issue also contains an informative article on how to look at local and regional economic forecasts. If you would like to receive *Rural Development News*, get in touch with Cynthia Erickson, 217/244-0947.

## A Note From the Editors

Like all new newsletters this one comes to you with a promise from the editors and a request for your cooperation. We intend for *Community Initiatives*, unlike most newsletters you know, to be timely, interesting, and informative. You will be the judge on how well we deliver on this promise!

Our request is that you take the trouble to provide us with information appropriate for *Community Initiatives*. We intend to provide a regular county update, news from other organizations and state agencies concerning their economic development efforts, and useful information on upcoming conferences and available resources. Therefore, if you find a publication that is of general interest, hear of a successful program, or find out about a conference that some might want to attend, please let us know and we will try to get the word out.

We hope you will help us make *Community Initiatives* a worthwhile addition to your knowledge base.

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Counties: Please circulate to all staff



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# Community Initiatives

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No. 2 March 1989

## The Elderly and Community Development

Glasgow, Nina, *The Nonmetro Elderly; Economic and Demographic Status*. U.S. Department of Agriculture, Economics Research Service, Rural Development Research Service, Rural Development Research Report No. 70. To order call U.S. Government Printing Office, Washington, D.C., Phone: 202/783-3238.

Bentley, Susan E., *Transfer Payments and Investment Income in the Nonmetro United States*. U.S. Department of Agriculture, Economic Research Service, Rural Development Research Report No. 71. To order contact: National Technical Information Service, 5285 Port Royal Road, Springfield, VA 22161, Phone: 800/336-4700.

The two publications recently issued by the USDA Economic Research Service once again identify the elderly as an increasingly important segment of our national population. Nationally, according to the 1980 Census, the elderly form 13 percent of the nonmetro population and 10.7 percent of the metro population. (In Illinois at that time the elderly made up 14.5 percent of the nonmetro population and 10.3 percent of the metro population). The North Central Region contains approximately one-third of all the elderly in the country.

According to the study by Glasgow, the elderly are most prevalent among the residents of small communities of between 1,000 and 10,000 population and least likely found among the urban fringe populations. When looking at a national map, it is apparent that the elderly form a high percentage of the local population in the central part of the country, the states from the Dakotas to Texas. Those

states have been characterized by very heavy outmigration of younger people and a resulting aging of the population. In Illinois, we find a significant number of those countries in the south and central western part of the state. However, in Illinois the proportion of the elderly in the nonmetro population is generally increasing.

A high presence of the elderly has traditionally been associated with the inability of local communities to provide the elderly with services. While schools and other services for young people are frequently in oversupply, rural areas are struggling to meet the needs of the elderly for such services as medical care, day care for the elderly, transportation, and housing.

It has been a persistent concern that the elderly as a population group have relatively modest financial resources. We know that traditionally the elderly have been highly represented among the poor, and this is certainly still the case, but much improved provisions for the elderly have generally lead to a substantial reduction in poverty among the elderly. Glasgow points out that the poverty rate of the nonmetro elderly was approximately 21 percent, while among the metro elderly it was approximately 13 percent. (In 1980, in Illinois these percentages were substantially lower: the nonmetro elderly recorded 13.6 percent below the poverty rate and the metro elderly approximately 10.5 percent below the poverty rate.)

Looking at the presence of the elderly in rural communities largely as an economic drain may in fact be quite inaccurate for many local

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counties. The report by Bentley indicates that nearly 40 percent of total personal income in the nonmetro U.S. in 1983 (the year is important because the figures often fluctuate) came from both transfer payments and investment income. Both transfer payments and investment income were high in 1983, because high rates of inflation had boosted many of the payouts from government programs such as Social Security and Medicare. The economy in 1983 also had a very high level of unemployment leading to many unemployment compensation payments. Finally, investment income mostly in the form of interest was also relatively high because of high interest rates at that time.

Except for unemployment compensation, it is reasonable to assume that the elderly population receives a large percentage of this so called "unearned" income. The elderly receive by far the largest share of Social Security payments, and they are also much more likely to receive income from investments. Therefore, rural communities should take a very careful look at the contribution that the elderly make to the local economy. For example, the migration of elderly residents from rural areas in the North Central Region, especially those of substantial means, to other locations represents a net loss of local resources. The report by Glasgow indicates that only one Illinois County (Bond) is listed as a "nonmetro retirement county", a county characterized by a growing population due to increased numbers of the elderly. The "nonmetro retirement" counties experienced a rapid influx of elderly in the age group between 60 and 75. Those elderly often have the resources to make a significant addition to local economy.

It is a sign of the times that both of these publications were published by the U.S. Department of Agriculture in 1988. It clearly reflects the increased interest in the economic and social well-being of our rural areas beyond the agricultural sector. It is, unfortunately, also a sign of the times that neither one of these publications can be obtained free from USDA. However, we have one copy of each publication available and we will be happy share it with you if you are interested in specific details. Neither publication provides information at the individual county level, but both have a wealth of information on some of the dynamics of our rural communities.

## **Will Travel and Learn...**

**May 10-12, 1989** *National Extension Workshop for Tourism/Travel Development and its application for Rural and Community Revitalization*, Minneapolis, Minnesota. Any Extension staff interested in tourism development should consider this workshop. As a participant you will learn rural revitalization principles and strategies for tourism and travel development.

The workshop is sponsored by the Tourism Center of the Minnesota Extension Service. For additional information contact Bob Espeseth at 217/333-1824, or write to: Educational Development System, 405 Coffey Hall, 1420 Eckles Avenue, St. Paul, Minnesota 555108. ATTN: Nancy Quaday.

**October 3-5, 1989** *Community and Economic Development Workshop* Plans are taking shape for the third annual community development workshop. Advisers are encouraged to include the workshop in their inservice education plans for the upcoming year.

The workshop will begin at 1:00 p.m. on Tuesday, October 3 with a general session featuring Dr. Bob Lovan, a member of the ES/USDA staff and co-leader of the Revitalizing Rural America Nationwide Initiative. Three county panels will present case studies on retention and expansion, tourism development, and needs assessment. Also, highlights of *Empowering Rural Communities for the 1990's* conference (held March 28-30) will be presented on the first day of the workshop.

On October 4 and until noon of October 5, the workshop will consist of two break-out sessions. One 12-hour session will concentrate on Business Retention and Expansion. The workshop planning committee is currently working on arrangements to present the successful Ohio State R&E program. The other 12-hour session will deal with Tourism as Rural Development. Faculty from the Department of Leisure Studies will share their experience and expertise in the Tourism development session. The workshop will conclude with lunch on Thursday, October 5.

For advisers who have not attended either of the two previous annual workshops, a pre-workshop session is scheduled from 1:00 p.m. on Monday, October 2 until noon on Tuesday, October 3.

For more information, contact Cindy Erickson in the afternoons at 217/244-0433.





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No. 3 April 1989

## Videos for Community Development

The following videocassettes are available to county advisers free of charge for programming in community and economic development. Most of these resources have been used successfully in Extension programs in many Illinois counties. Please contact Cynthia Erickson, 217/244-0433, to schedule a video loan.

### Main Street At Work

This series of four videocassettes and user guides was produced by the National Main Street Center of the National Trust for Historic Preservation. The videos are designed to help people who want to establish an ongoing, comprehensive program of downtown revitalization in their own community.

The Main Street At Work series includes: The Four Point Approach, Getting Organized, Bringing in Business, and Investing in Your Image. Each video is approximately 18 minutes in length.

Though each of the small towns or cities featured in these programs differs from the next in terms of geographical location, population, economic base and architectural resources, each is alike in several important respects. All faced the challenges to downtown revitalization that are present in every community: the need to reposition Main Street within a changing marketplace...to improve its image in the mind of shoppers and investors...to put its vacant buildings back to productive use...to make downtown appealing as a center for community life once again.

Dramatic "before and after" scenes are shown of what communities have accomplished. Questions are answered as to: How did that town get started? Was that project a one-shot success or part of something more lasting? How did they get people involved -- and keep them involved?

### Harvesting Hometown Jobs

The National Association of Towns and Townships (NATaT), and its National Center for Small Communities, produced the 13 minute videocassette to motivate and educate rural leaders about proven, homegrown job creation strategies.

Featured in the video are eight communities and rural regions with common struggles, needs, and opportunities. All are quite small, ranging from a town of 650 people to a county of 14,000. All are battling familiar economic forces--declining manufacturing, agriculture, mining and lumbering. Together, the examples show how ordinary people can marshal local resources and tap outside assistance (from a variety of public and private organization and agencies), all in the name of getting something positive accomplished.

The Harvesting Hometown Jobs package includes a video users guide. Also available is *Harvesting Hometown Jobs: a Small-Town Guide to Local Economic Development*. This publication addresses: economic needs and strategies, getting organized, collecting and assessing community data, cultivating backyard development, recruiting new basic employers, and fund raising.

### Discovering the Future: The Business of Paradigms

On several occasions Paradigms has been featured in Extension inservice education events. The 30 minute video has potential to enhance community and economic development efforts in a unique way. As a group of community leaders and citizens are gathered to explore new opportunities and directions for their community, the video can help group members discover hidden barriers to change and innovation, enhance their openness to new ideas, and improve their ability to solve problems.

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## **Rural Conservation: Preservation in a Living Landscape**

This 17 minute slide tape presentation was produced by the National Trust for Historic Preservation's Midwest Regional Office. The slide show goes through the history of two building types--silos and barns--as they evolved with the Midwest's agriculture. Examples of other historic resources are described as well as a three step process through which a community can work together in identifying resources, identifying threats, and working for solutions.

## **Alternative Economic Development From the Inside Out**

This 15 minute video is part of the Tool Kit for Alternative Economic Development, a program of Missouri Community Economic Development Projects at the University of Missouri.

The tape is designed to stimulate communities' interest in economic development, instill a sense of "we can do it," and build a basic understanding of economic development principles. It explains why there is a need to consider alternative economic development strategies, what the strategies are, and how their use can add money to the local economy.

The Missouri small town examples can be easily transferred to Illinois communities. Other components of the Tool Kit for Alternative Economic Development include the Catalog of Ideas (a computer based data set) and the Alternative Economic Development Ideas Bulletin.

## **Empowering Rural Communities**

A team of ten Illinois Extension county, area, and campus staff participated in the three day Empowering Rural Communities conference in March. The conference was developed to encourage interdisciplinary efforts into the rural revitalization issues of community leadership and economic development.

Robert W. Terry, the keynoter from the Hubert H. Humphrey Institute of Public Affairs, addressed leadership concepts and tools used in rural communities to empower citizens to take charge of their future.

Conference participants chose from concurrent sessions relating to 1) ways to involve youth, young adults and retired people in community development, 2) tools to assist in analyzing an organization's mission, purpose and goals, and 3) alternative ways in which rural communities can expand their resource base by developing partnerships with neighboring communities.

## **Community Expo**

On June 1 and 2, representatives from Illinois communities will have a chance to market their community assets to an audience of business decision-makers and economic development professionals. The Illinois Community Expo will be held at the O'Hare Exposition Center and Hyatt Regency O'Hare in Rosemont.

The program is a direct outgrowth of the recommendation of the Governor's Task force on the future of Rural Illinois, that "community fairs should be arranged as a service for small towns which wish to seek out business firms interested in locating in rural areas."

Many small, rural communities are unfamiliar with the existing public and private networks that may be available to them to enhance their development efforts. Leaders in these small communities may need assistance in determining the most effective means of marketing themselves to potential businesses. Further, they are frequently unable to make contact with the decision-makers within corporations who are responsible for business locations.

In preparation for the two-day Expo, communities were invited to participate in regional seminars held around the state during April. The seminars were designed to provide community representatives with information on basic marketing techniques and public sector resources. Peter Bloome, representing the Illinois Food and Agriculture Committee, spoke to the seminars. He was asked to provide information about USDA initiatives, including assistance available through the Cooperative Extension Service, Farmers Home Administration, and Rural Information Center.

The EXPO is co-sponsored by a variety of organizations and Illinois businesses. This initiative is a joint program of the Illinois Ambassadors, the Office of the Lieutenant Governor and the Rural Affairs Council, the Illinois Department of Commerce and Community Affairs, and the Illinois Congressional Delegation.

For additional EXPO information contact Jeri Marxman at 217/782-6515, or Illinois Ambassadors, 6300 Sears Tower, 233 S. Wacker Dr., Chicago, IL, tel. 312/993-1784.

## **Will Travel and Learn...**

June 1-2, 1989 *Tourism and America's Heritage: Opportunities for Growth*, St. Paul, Minnesota. Sponsored by the Trust for Historic Preservation, this conference will provide a thorough introduction to the process of tourism development. For details, contact: Peter Hawley, National Trust for Historic Preservation, 1785 Massachusetts Avenue, N.W., Washington, D.C. 20036, tel. 202/673-4000.



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# Community Initiatives

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No. 4 May 1989

## County Update: Jackson County

Community and economic development programs have become a very important part of the Jackson County Extension program over the past two years. The three county advisers, Glenn Seeber, Kathy Harris, and Bob Frank, are putting many more hours into the CRD area. In addition to important programs for the Jackson County community, the payback to the Extension Service for these efforts has been better staff cooperation, increased community awareness of Extension, and new Extension clientele.

Let's take a closer look at the paybacks that have resulted from the increased time spent on community and economic development programs:

### Staff Cooperation

Regional staff as well as the county advisers have been involved in CRD programming. The county advisers have divided up the CRD load so that each is involved. Some activities are rotated and other projects are handled by one specific adviser. Since there is no CRD council, most decisions are made in staff meetings and discussed with the Executive Council with reports given to the other program councils.

### Community Awareness

Until very recently, awareness of Extension in the urban parts of Jackson County was not high. However, most of the CRD projects have centered in Murphysboro and Carbondale, and many of the activities have brought a great deal of print, radio, and TV coverage. As a result, urban awareness of CES has definitely increased. It is no coincidence that while in the 1983

Extension referendum effort only 9 of 29 precincts were won, in 1989, all but five Carbondale precincts carried.

### New Extension Clientele

Economic and community development programs have brought a new clientele. County, city, and township officials regularly contact CES for assistance. Business owners have contacted advisers for information about cash flow, signage, employee management, expansion and other help. The Carbondale and Murphysboro Chamber of Commerce offices regularly refer people to CES for business information. The Murphysboro Chamber of Commerce asked Extension to provide the key note speaker for their annual fund raising dinner.

### Programs

The not-for-profit Murphysboro Pride Group, organized by Extension but now operating on its own, donates professional services, materials, money, and volunteer time to function as a catalyst to get projects done. Some projects, such as a large mural of John A. Logan, the group has done on its own. Other projects such as placing more than 250 barrels of flowers downtown are accomplished by coordinating community groups.

A recent Business Retention and Expansion Workshop was attended by over 50 people from five counties. The meeting has generated plans for: a follow-up fall session, starting formal business retention programs, and programs for business employees on customer relations.

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Tourism is a hot topic in the county. Extension efforts have included a staff member serving on the Carbondale Convention and Tourism Board and the Murphysboro Chamber of Commerce's tourism committee. In addition Extension has helped a group start a John A. Logan museum, develop promotional pieces for local tourist attractions, and has brought state staff members in for programs.

## Extension and SBA

On Monday, February 27, 1989, U.S. Small Business Administration (SBA) Administrator, James Abdnor, and Myron Johnsrud signed a Memorandum of Understanding (MOU) to establish the framework for a continuing working relationship between the Extension Service-USDA and SBA, in support of activities that will enhance rural economic development and rural small business management.

Beth Honadle, National Program Leader for Economic Development, is the liaison between ES-USDA and SBA, as called for in the agreement. However, other ES-USDA staff routinely interact with SBA staff in the performance of their duties. This MOU should strengthen the relationship between Extension and the agency responsible for Small Business Development Centers, as well as a number of other small business assistance programs.

Susan Engeleiter, the Wisconsin Senate's Republican leader, has been selected by President Bush to head the U.S. Small Business Administration. She replaces former Sen. James Abdnor of South Dakota.

### Local opportunities for contact with SBA include:

1. Visiting the SBDC Centers at the community college in your area
2. Contacting the SBA business development specialist assigned to your region.

These specialists can provide information on available financing, support materials, and management assistance programs, such as the Service Corps of Retired Executives (SCORE) and the Active Corps of Executives (ACE).

To find out your regional business development specialist, contact the SBA state offices in Springfield 217/492-4416 or Chicago 312/353-4528.

3. Visiting the Small Business Institute (SBI) at the four year institution nearest you.

The SBI program provides intensive one-on-one counseling to small business owners and operators by qualified senior undergraduates and graduate students under close faculty supervision at accredited schools of business.

4. Other involvement with SBA might include cosponsoring workshops, referring prospective borrowers, and obtaining management materials for your clients.

Piatt County provides an recent example of Extension cooperation with SBA. County advisers, David Allen and Barbara Harlan, served as liaisons between the U of I SBI program, headed by Tom Trone, and the local businesses in Piatt County. The SBI provided management assistance to eleven county businesses.

## Economic Development TeleNets

June 8 and 22, 1989 *Economic Development Course for Community Leaders*. Sponsored by the Community Information and Education Service.

This two part TeleNet program, both sessions to be held from 7-9 pm, will be a very useful orientation to economic development for individuals who have recently become active, or who plan to become involved in local development activities. Unlike many other CIES courses, this course IS NOT designed primarily for elected county officials.

Topics to be covered in the TeleNet programs: common problems facing smaller communities, elements of a successful economic development program, essentials of business retention and attraction, how to market your community, and public sector/private sector cooperation.

For additional information see the May 5, CIES letter sent to CES Staff Leaders, or call Lynn Schaefer at 217/333-1444.

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# Community Initiatives

A Newsletter for Building Illinois Communities

Edited by Cynthia Erickson and John van Es

No. 5 August 1989

## Building Illinois Communities

We are going all out for this year's workshop. Preparations are escalating for Building Illinois Communities, October 3-5. Please send in your registration form today!

Beginning on Tuesday, October 3, at 1:00 p.m., the general session will feature W. Robert Lovan, co-chair of the Revitalizing Rural America Nationwide Initiative. He will discuss national Extension programs relating to Rural Revitalization, including the Rural Information Center.

Three adviser panels will address Business Retention and Expansion, Needs Assessment, and Tourism.

### Business Retention and Expansion

George Morse, from the Ohio State University, will go over his successful R&E visitation program which has been adopted by several State Extension Services. To explain their role in the R&E process, a couple of Ohio State Extension agents will join George via teleconference during portions of his program.

The remainder of the R&E session will include some Illinois examples of R&E-type programs. Norma Turok, with input from the R&E breakout participants, will outline some possibilities of how Illinois CES can adapt a R&E program to Illinois communities.

### Tourism and Rural Revitalization

Robert Espeseth and other Office of Recreation and Park Resources staff have planned a program which covers what is tourism, to how to begin tourism in your area, to available resources and services. Documenting impacts of tourism will be included as well as a preview of four specialized workshops: Bed & Breakfast, Hospitality training, Festivals and special events, and Tourism promotion and marketing.

### Orientation

Eight hours of "catch up" training, beginning Monday, October 2, will be offered for those who have missed the previous community/economic development workshops. Norma Turok and John Quinn have planned a full agenda of economic development, community development and business management sessions. You must indicate on the registration form if you will attend the orientation.

Many advisers have signed up for the workshop on their inservice training requests, but have not turned in a Building Illinois Communities registration form. It is important that we know what breakout session you will be attending, and if you will participate in the Orientation or bring a community guest. If you have not turned in a registration form and intend to participate in the workshop, please contact Cynthia Erickson at 217/244-0433.

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## Congratulations!!

**John Quinn**, area adviser, economic development, was presented with the Community Development Distinguished Service Award at the 20th annual International Community Development Society meeting held in St. Louis this July. John was commended for his sustained superior contributions to the Society and the community development profession for an extended period of time.

**Norma Turok**, area adviser, business management, was recognized by the Southwestern Illinois Small Business Development Center Consortium for her "tireless hours spent assisting small businesses." The Award of Appreciation was presented this spring. The Consortium is made up of Kaskaskia College, Lewis & Clark College, and Southern Illinois University at Edwardsville.

## Small Business of the Year

Joyce and Jim Price, owners and operators of Hearthside Interior Design, received the Illinois "Small Business Persons of the Year Award," during Small Business Week, May 8-12. The country crafts manufacturing and distribution plant, located near Valier in Franklin County, was chosen to represent the state in national competition for small business awards.

Norma Turok, area adviser, business management, has worked with the Prices during the past three years and nominated them for the award.

The Prices used Norma's *Business Plan* as a guide to develop their business plan, which received a SBA loan. Over the past few years, the Prices have increased their sales from \$50,000 to a projected sales of \$1,000,000 for 1989. The business has grown to a crew of 45 full time workers and a nationwide distribution network.

County Extension advisers may consider nominating local businesses for a state small business award. It is a good way to support a community small business. Often the nomination alone provides recognition and publicity to a well deserved business. Norma has information available about SBA small business awards.

## Hometown Pride Awards

*Midwest Living* magazine wants to celebrate and reward some of the outstanding volunteer efforts that are improving the quality of life in the Heartland. Applications for the Midwest Living Hometown Pride Awards must represent community efforts during 1989 and be postmarked no later than January 15, 1990.

Three categories of awards have been established:

*People Helping People* - Projects such as making public buildings wheelchair accessible or establishing a daycare center or providing congregate meals for the elderly.

*Beautification* - Projects such as converting an empty lot into a playground or sprucing up downtown storefronts or sponsoring a community-wide cleanup day.

*Historic Preservation* - Projects such as saving a covered bridge from destruction or turning the local depot into a museum or restoring an historic home for the community.

Each category will be divided into three population classifications, according to each community's size. Winners will be announced November 30, 1990 and featured in *Midwest Living*. Three prizewinners in each of the three award categories will receive \$1,000 (to help finance their community project).

For more information and/or application forms, contact Cynthia Erickson at 217/244-0433.

## Will Travel & Learn...

September 24-27, 1989 *Expanding the Future of the Small Farm: What Works!* University of Missouri-Columbia. Sponsored by Farmer's Home Administration with University Extension, University of Missouri-Columbia, Lincoln University, and Missouri Department of Agriculture. An interactive three-day program offering practical knowledge and techniques to enhance skills and networking capabilities for service-providers to the small and limited resource farmer. For program information contact Mary Leuci, 314/882-2937 or 681-5545. For registration information contact Evelyn Topper, 314/882-8320.









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