



BEYOND THE BORDERS

Community Economic Development and Leadership Online Newsletter

Issue 26, Summer 2007

Building Communities

Practical Tools and Information

*Kathy Tweeten, director, NDSU Center for Community Vitality
NDSU Extension Service, community economic development specialist*

This newsletter is meant to share practical tools and information to assist you in your important role in community and economic development work. We welcome comments on current letters plus encourage your advice for future articles.
Kathy

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Editorial – Horizons Communities Plan for the Future

North Dakota has 21 communities participating in the Northwest Area Foundation and NDSU Center for Community Vitality Horizons program. Horizons is an intense 18-month community development program aimed at building leadership to reduce poverty. The program was made available for communities with a population of 5,000 or less and that had a poverty rate of 10 percent or more. We have found that people, especially those in rural North Dakota communities, have a hard time talking about poverty. Many residents simply are unaware that it exists because it is, for the most part, carefully hidden. This program has built awareness and a confidence that communities can and are doing something about poverty-related issues. And it is not just economic poverty that is concerning. Many rural communities also lack social and cultural capital. The Horizons program develops local leadership and networks of people who together build vital communities by applying the skills that they have learned. Each community now will complete a strategic plan, outlining in detail its plans for the future. Upon completion of the plan, the communities will have approximately nine months to work on the first stages of implementation.

Sincerely,
Kathy Tweeten
NDSU Center for Community Vitality Director and
Community Economic Development Extension Specialist

Community Involvement Workshop - Registration due Nov. 1, 2007

Can you communicate effectively with public officials, the media and others? Would you like to learn more? If so, the NDSU Extension Center for Community Vitality, Champion REAP Alliance and the Center for Rural Affairs invite you to attend one of the following Community Involvement workshops:

- Nov. 7 - NDSU Dickinson Research Extension Center at 1133 State Ave., Dickinson
- Nov. 8 - Lake Region State College, Chautauqua Room at 1801 North College Drive, Devils Lake

The cost to attend the workshop is \$15, which covers all breaks, lunch and materials. To register, send your name, address, e-mail and phone number, along with a check for \$15, by Nov. 1 to Champion REAP Alliance, P.O. Box 324, Maddock, ND 58348.

Agenda

- 9 - 9:30 a.m. Introductions and Getting to Know Each Other
- 9:30 – 11 a.m. Communicating Effectively
 - Working with policymakers
 - Working with congressional staff
- 11 - 11:15 a.m. Break
- 11:15 a.m. - 12:15 p.m. Analyzing Policy
 - Asking the right questions

- How to get involved
- 12:15 - 1 p.m. Lunch
- 1:15 - 2:30 p.m. Working with the Media
 - Telling your story - building relationships with media
 - Working with radio - communicating your message
 - Writing effective letters to the editor and guest opinion pieces
- 2:30 - 2:50 p.m. Break
- 2:50 - 4 p.m. Community Involvement
 - How to frame a message
 - The art of negotiation
 - How to engage and motivate community members
 - Grooming future leaders
- 4 - 4:30 p.m. Wrap-up and Commitments

BND Loan and Legislative Changes

Source: Eric Hardmeyer, president, and Bob Humann, senior vice president of lending, Bank of North Dakota

During the last year, the Bank of North Dakota has been working on a number of loan program and legislative changes to better meet the needs of North Dakota residents and lending partners. Changes were made in ag and commercial loan programs. In the ag loan programs, changes were made to the Ag PACE, Envest, Livestock Loan Guarantee and Irrigation Loan programs. Under commercial loan programs, changes were made to the Beginning Entrepreneur Loan Guarantee, PACE and Biofuels PACE. They also extended the Business and Farm Disaster Relief Loan programs through Sept. 30, 2007, to allow for time to assess damage caused by excess rainfall. For additional information, visit BND's Web site at www.banknd.nd.gov.

EDND Fall Conference

Source: Economic Development Association of North Dakota

Oct. 22-24, 2007
Best Western Doublewood Inn
Fargo, N.D.

The Economic Development Association of North Dakota's fall conference will begin at 1 p.m. on Monday, Oct. 22, and conclude at noon on Wednesday, Oct. 24. A block of rooms has been reserved at a rate of \$55 for state employees and \$65 for other conference attendees. Contact the hotel directly at (800) 433-3235 to make reservations. The room block will be released on Oct. 1.

Watch the association's Web site, www.ednd.org/, for registration information and a conference brochure.

Partners in Marketing Program

Source: North Dakota Department of Commerce

Since 2001, the North Dakota Department of Commerce has awarded more than \$615,000 through the Partners in Marketing program for a wide variety of projects impacting counties and cities across North Dakota. In partnership with local professional economic developers, these projects have supported Web site development, promotional and marketing materials, business visits, regional specialty events and more. For detailed information, and application guidelines and form, contact Tracy Finneman at North Dakota Department of Commerce, P.O. Box 2057, Bismarck, ND 58502-2057, by phone: (701) 328-5352, by fax: (701) 328-5320 or by e-mail: tfinneman@nd.gov.

Business Retention and Expansion

Up to 80 percent of all new net job creation in rural communities comes from existing businesses. Many communities spend scarce resources only on recruitment, which is a viable strategy for economic development, but it is also the strategy that usually costs the most and has the least amount of success. Existing business, with a little help and encouragement, often can expand through the development of new product lines or increased customer base. Available NDSU Extension Center for Community Vitality programs that can help existing businesses be more competitive include customer service programs, the Institute for Business and Industry Development (for small- and medium-sized manufacturers), and the business retention and expansion strategies program. Go to www.ag.ndsu.edu/ccv for additional information on all of our programs.

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