



CRED

Community Resources
& Economic Development

Program Catalog 2006-2007



Introduction and Mission

The Texas Cooperative Extension Community Resources and Economic Development (CRED) Program has as its mission the development of individual abilities and community support for creating and growing businesses, jobs, wealth and income. These programs aim to equip Texans to develop capacity for building sustainable communities.

This catalog overviews some of the significant CRED programs which are available as workshops, events, short courses and in other formats. These programs teach valuable information that will benefit and assist individuals, communities, businesses, towns, elected officials, volunteers and others in reaching their goals. To get more information or to schedule a program that is listed in the catalog, contact the individual whose name appears with the program description, or any of the CRED core faculty.

Information specifically for Extension Agents can be found on page 20.

Educational programs of Texas Cooperative Extension are open to all people without regard to race, color, sex, disability, religion, age or national origin.

Contents

Introduction and Mission	i
Contents	1
CRED Core Faculty	2
Community:	
Preparing for the Future: A Community–Based Planning Process	3
Rebuilding Communities From the Inside Out	4
Texas Friendly–On the Job... for Your Community	5
Cooperatives:	
Strategic Planning for Cooperative Businesses	6
Disaster Preparedness:	
Ready Business: A Guide to Preparing a Business Disaster Plan	7
E-Commerce:	
Main Street Texas Online.....	8
Entrepreneurship:	
Assisting Existing Businesses with Growth Opportunities.....	9
Ca\$hing in on Business Opportunities.....	10
Capturing Entrepreneurial Energy in Your Community	11
Entrepreneurship: A Tool for Invigorating The Rural Economy.....	12
Business Training Workshop	13
Supporting Entrepreneurs with Emerging Businesses	14
Leadership:	
Building Connections: Community Leadership	15
Texas Event Leadership Program.....	16
Texas Rural Leadership Program	17
Nature Tourism:	
Beyond the Basics: Nature Tourism & Wildlife Enterprise Development	18
Interpretive Guide Training.....	19
CRED Schematic & Information for Extension	
Agents	20
Resources and Publications	21
Notes	24

**Community Resources
and
Economic Development**

CRED Core Faculty

Chris Boleman, Assistant Professor and Extension Specialist,
Agricultural Leadership, Education & Communications
..... 979-845-7280

Joyce Cavanagh, Associate Professor and Extension Specialist,
Family Economics 979-845-3859

Greg Clary, Professor and Extension Economist, Chairman-
Texas Center for Rural Entrepreneurship 903-834-6191

John Jacob, Associate Professor and Coastal Community
Development Specialist; Recreation, Park and Tourism
Sciences 281-218-0565

Ashley Lovell, Professor of Agricultural Economics and Extension
Education, Tarleton State University, Extension Specialist,
Economic Development..... 254-968-1984

John L. Park, Associate Professor and Extension Economist,
Cooperative Marketing and Agribusiness..... 979-845-1751

Miles Phillips, Extension Program Specialist, Ecotourism
Development and Marketing 979-845-1023

Luis H. Saldaña, Regional Program Director–4H and Youth
Development..... 956-968-5581

Gene Theodori, Associate Professor, Associate Department
Head, Recreation, Park and Tourism Sciences, Extension
Specialist for Community Development 979-845-2240

Mark Waller, Professor, Associate Department Head,
Agricultural Economics..... 979-845-8011

Roland Smith, Associate Director; Agriculture, Natural Resources
and Community Economic Development 979-862-3932

Greg Taylor, Professor; Program Director, Community Economic
Development..... 979-862-8561

Preparing for the Future:



A Community- Based Planning Process

Description: A community-based planning process that gives community leaders and the broad based citizenry the skills they need to build, strengthen, and/or sustain their local social and economic structures. Will (a) enhance communication across various sectors of communities; (b) assist communities in analyzing their strengths and weaknesses; and (c) assist communities in choosing the most appropriate avenues for community resource and economic development.

Target Audience: Community leaders

Length: Structured based on community needs

Cost: Instructor travel, facility rental, other costs, based on structure of course for specific community

Participants: Minimum–5; maximum–25

Scheduling: As requested

Point of Contact:

Gene L. Theodori

Associate Professor, Associate Department Head–
Recreation, Park and Tourism Sciences, Extension
Specialist for Community Development

E-mail: g-theodori@tamu.edu

Phone: 979-845-2240

Fax: 979-845-0446



Rebuilding Communities From the Inside Out

Description: Workshop addresses coordination of physical, economic, and social aspects of development for communities. Specific direction, coordination and projects are established through involving the community in design and development.

Target Audience: Small and mid-sized Texas communities

Length: 8-16 hours over 1-2 days

Cost: \$1,000 per community

Participants: Determined by community

Scheduling: As requested

Point of Contact:

John Jacob
Associate Professor and Coastal Community
Development Specialist
E-mail: jjacob@tamu.edu
Phone: 281-218-0565
Fax: 281-218-6352



Texas Friendly - On the Job... For Your Community

Description: Customer service training available on CD or through community-based instructors trained by Texas Cooperative Extension. Offers a flexible, menu of topics that are adaptable by instructors for conducting community-wide workshops or delivering on-site training to business employees or in the classroom.

Target Audience: Businesses, individuals and communities

Length: 1/2 day to 1 day depending on modules selected

Cost: Varies by module, available on CD to individuals

Participants: To be determined

Scheduling: As requested

Point of Contact:

Kathryn Nachlinger

Program Coordinator

E-mail: k-nachlinger@tamu.edu

Phone: 979-845-5419

Fax: 979-845-0871

Web: <http://www.rpts.tamu.edu/TCE/texasfriendly/index.htm>



Strategic Planning for Cooperative Businesses

Description: CRED faculty and professional advisors participate in a retreat for small to mid-sized cooperatives. The retreat will involve a cooperative's board members and the general manager for an in depth look at the strategic position of their particular business. The exercise is designed to help board members and managers come together in a united plan of action for the business that will enable it to reach its goals.

Target Audience: Cooperatively owned businesses

Length: A two day program is recommended

Cost: Variable

Participants: Determined by the cooperative

Scheduling: Determined by the cooperative

Point of Contact:

John L. Park

Associate Professor and Extension Economist,
Cooperative Marketing and Agribusiness

E-mail: jlpark@tamu.edu

Phone: 979-845-1751



Ready Business: A Guide to Preparing A Business Disaster Plan

Description: Workshop material produced in cooperation between the U.S. Department of Homeland Security and the Extension Disaster Education Network (EDEN). This course will help small and medium size businesses survive potential disasters in order to maintain output and employment. Participants will learn about the importance of a disaster plan, share ideas, and develop the beginning of a business disaster plan specific to the firm.

Target Audience: Business owners interested in better preparing for the unexpected.

Length: 3 hrs

Cost: Depends on out of pocket costs for facilities and refreshments, etc

Participants: Minimum of 15 members of targeted audience

Scheduling: As requested

Point of Contact:

Greg S. Taylor

Program Director; Community and Economic
Development, Professor

E-mail: g-taylor4@tamu.edu

Phone: 979-862-8561

Fax: 979-845-9542

Web: <http://www.ready.gov/business/index.html>



Main Street Texas Online

Description: A complete course in workshop format that presents key concepts in developing an e-commerce business. Topics include: exploring markets online, planning the online business, promoting business websites, and developing the internet business plan. Workshop involves hands-on computer work and interactive activities.

Target Audience: Adults and older youth who are considering developing an e-commerce business or expanding an existing business to the Web, includes home-based and commercial site businesses.

Length: 12 hours total instruction; 1 1/2 days or 3–four hour evening sessions

Cost: \$80 per person, includes book. Sponsor provides facility with computers and high speed internet access, screen for PowerPoint projection, meals/refreshments

Participants: Minimum–12; Maximum–20

Scheduling: Suitable for delivery by any knowledgeable individual (volunteers, County Extension Agents). Includes all instructional materials and guidance. Additional training in delivery is available through point of contact below.

Point of Contact:

Greg S. Taylor
Program Director; Community and Economic
Development, Professor
E-mail: g-taylor4@tamu.edu
Phone: 979-862-8561
Fax: 979-845-9542
Web: http://fcs.tamu.edu/money/your_business/ecom/index.php



Assisting Existing Businesses with Growth Opportunities

Description: Workshop covers identifying potential challenges, preparing a sound business plan, getting financially prepared to grow, building on a solid foundation, finding capital for growth, monitoring cash flow, dealing with contingencies and developing harvest strategies. Action plans will be developed and implementation of those plans will be discussed.

Target Audience: Existing and prospective business owners/managers

Length: Approximately 12 hours

Cost: \$50 (meals, refreshments and course resources)

Participants: To be determined

Scheduling: As requested

Point of Contact:

Greg Clary

Professor and Extension Economist; Chairman, Texas
Center for Rural Entrepreneurship

E-mail: g-clary@tamu.edu

Phone: 903-834-6191

Fax: 903-834-6257

Web: <http://www.tcre.org>



Ca\$hing in on Business Opportunities

Description: Complete course in workshop format that presents key concepts in business readiness, family/work time management, business plan writing, marketing plan development, pricing, legal issues, professionalism and selling, product development and wholesale/retail issues, financial management, and educational resources. Selection of 8-12 topics from 23 possible topics.

Target Audience: Adults who are considering starting a micro-enterprise (commercial or home-based location)

Length: 16 hour format; possibly 1 1/2-2 days or 4-four hour segments depending on travel and schedule

Cost: \$100 per person-\$25/4 hour segment; sponsor provides meeting facility, screen for PowerPoint projection, any refreshments/meals

Participants: Minimum–15 participants

Scheduling: Suitable for delivery by any knowledgeable individual (volunteers, County Extension Agents). Includes all instructional materials and guidance. Additional training in delivery is available through point of contact below.

Point of Contact:

Greg S. Taylor

Program Director; Community and Economic
Development, Professor

E-mail: g-taylor4@tamu.edu

Phone: 979-862-8561

Fax: 979-845-9542

Web: http://fcs.tamu.edu/money/your_business/cashing.php



Capturing Entrepreneurial Energy in Your Community

Description: Workshop will identify community issues of concern, explore entrepreneurship as an economic development strategy, identify entrepreneurs in your community and how to build collaborations, networks and teams. Action plans will be developed for identified local entrepreneurial efforts.

Target Audience: City and county officials, economic developers, educators, workforce, community leadership, nonprofit organizations, student with an interest in economic development.

Length: Approximately 20 hours

Cost: \$75 (meals, refreshments, and course resources)

Participants: Minimum-five communities represented

Scheduling: As requested

Point of Contact:

Greg Clary

Professor and Extension Economist; Chairman, Texas
Center for Rural Entrepreneurship

E-mail: g-clary@tamu.edu

Phone: 903-834-6191

Fax: 903-834-6257

Web: <http://www.tcre.org>



Entrepreneurship: A Tool for Invigorating the Rural Economy*

Description: The conference is to assist those who have identified business opportunities– starting a small business, doing value-added activities including agricultural diversification, developing niche markets, or other business ventures and who are looking for help. Objectives are to provide information, necessary tools and techniques, access to resource specialists and expert support, while also providing an environment for networking.

Target Audience: Adults and youth in Central Texas who are thinking of starting a business, who own a rural business or who may be evaluating a niche market or value-added opportunities.

Length: 4-8 hours, depending on topics

Cost: Depends on out of pocket costs for facilities, speakers, meals/refreshments, handouts

Participants: Minimum 20 members of target audience

Scheduling: As requested

Point of Contact:

Ashley Lovell

Extension Specialist, Economic Development

E-mail: lovell@tarleton.edu

Phone: 254-968-4144. Ext. 246

Web: <http://stephenville.tamu.edu/~alovell/index.html>

***Regional program**



Business Training Workshop*

Description: This workshop is to assist those who are starting or operating a small business. Workshop topics may include one or more of the following, depending upon the interests and needs of the participants: Time Management, Writing a Business Plan, Choosing a Business Structure, Tracking Cash Flow, Establishing and Equipping the Office, Choosing and Using an Accounting System, State and Federal Tax Reporting, Tax Planning and Reporting and Financial Analysis.

Target Audience: Adults and youth in Central Texas who are starting or operating a business or agribusiness company.

Length: 2–8 hours depending on number of topics

Cost: Depends on out of pocket costs for facilities, speakers, meals/refreshments, handouts

Participants: To be determined

Scheduling: As requested

Point of Contact:

Ashley Lovell

Extension Specialist, Economic Development

E-mail: lovell@tarleton.edu

Phone: 254-968-4144. Ext. 246

Web: <http://stephenville.tamu.edu/~alovell/index.html>

***Regional program**



Supporting Entrepreneurs with Emerging Businesses

Description: Workshop covers origination of business ideas, transforming ideas and dreams into legitimate business models, identifying value propositions and competitive advantages, startup issues, liability issues, feasibility analysis and capitalizing a new venture.

Target Audience: Potential entrepreneurs

Length: Approximately 12 hours

Cost: \$50 (meals, refreshments and course resources)

Participants: To be determined

Scheduling: As requested

Point of Contact:

Greg Clary

Professor and Extension Economist; Chairman, Texas
Center for Rural Entrepreneurship

E-mail: g-clary@tamu.edu

Phone: 903-834-6191

Fax: 903-834-6257

Web: <http://www.tcre.org>



Building Connections: Community Leadership

Description: The overall objectives of this curriculum are to help participants determine their individual leadership traits, understand group leadership styles and theories, develop strategies for effectively leading organizations, recognize leadership opportunities in their communities, and apply these tools in leadership positions. The Building Connections curriculum is composed of fourteen core educational lessons on community leadership. Each lesson includes objectives, background information, an interest approach, a step by step guide through the lesson, an application section, and a reference section. Each lesson has a built in power point presentation and an abstract of the subject matter.

Target Audience: Individuals interested in learning leadership skills

Length: 10—15 hours (depending on the exercises that are included)

Cost: \$50/person for curriculum plus other costs depending on facilities etc

Participants: To be determined

Scheduling: As requested

Point of Contact:

Chris Boleman

Assistant Professor and Extension Specialist, Agricultural Leadership, Education, & Communications

E-mail: ct-boleman@tamu.edu

Phone: 979-845-7280

Web: <http://buildingconnections.tamu.edu/>

Page 15– Leadership



Texas Event Leadership Program

Description: Combination of instructional modules, volunteer service and individual assignments. Curriculum consists of 25 core and 12 elective modules that can contribute toward completion of the Texas Event Leadership Program certificate.

Target Audience: Festival, fair and event managers, volunteers or anyone wanting to learn more about producing events.

Length: 2–3 years to complete certificate course

Cost: \$50 enrollment fee

Participants: To be determined

Scheduling: Contact Program Coordinator

Point of Contact:

Kathryn Nachlinger

Program Coordinator

E-mail: k-nachlinger@tamu.edu

Phone: 979-845-5419

Fax: 979-845-0871

Web: <http://telp.tamu.edu>



Texas Rural Leadership Program

Description: The program is committed to providing small communities in Texas with working tools for community revitalization. Participants learn individual leadership skills and as a group develop community assessments and projects through hands on development activities. Participants will build strategic plans for economic/community development.

Target Audience: Current and potential community leaders (including youth)

Length: 13 sessions, approximately 2 hours each

Cost: \$300 for Instructor planning manual; \$50 each student manual

Participants: Recommended class size is 10–20

Scheduling: Scheduled on a local basis

Point of Contact:

Greg S. Taylor
Program Director; Community and Economic
Development, Professor
E-mail: g-taylor4@tamu.edu
Phone: 979-862-8561
Fax: 979-845-9542
Web: <http://www.trlp.org/>



Beyond the Basics: Nature Tourism & Wildlife Enterprise Development

Description: The goal of this program is to help individuals start or expand a rural tourism business; literally the “how to’s” for creating or expanding a nature, historic, cultural, or agricultural based tourism business. This includes enhancing and/or expanding a hunting operation. Each participant will finish a written operations plan, including a marketing plan, a financial projection and related development ideas. The first half day includes a tour of an example operation.

Target Audience: Anyone interested in starting or further developing an existing Nature Tourism business, including hunting, agriculture tours, on-site sales & other operations that bring the customer to the site. The course is useful for agents and others assisting with business planning.

Length: 1 to 1 1/2 days

Cost: \$75 per person and up, depending upon site circumstances and materials

Participants: Minimum–6; maximum-16

Scheduling: As requested

Point of Contact:

Miles Phillips

Extension Program Specialist, Ecotourism Development and Marketing

Email: mdphillips@ag.tamu.edu

Phone: 979-845-1023

Fax: 979-845-0871

Web: <http://naturetourism.tamu.edu>



Interpretive Guide Training

Description: Tourism trends data show the public want more authentic experiences and want to understand the place they are visiting. Communicating the story of your site or community and its wildlife, its people & history are vital to your tourism product. This training provides structure and techniques to create both planned presentations, in person or written & mobile in-person tours. It also helps you train new employees. National Certification Available from the National Association for Interpretation.

Target Audience: Those people presenting to the public, i.e. professional guides, new employees, tour operators, agents, general staff and crew, front line employees not conducting programs but interacting with the public.

Length: 3 hrs to 32 hrs

Cost: Depends on length of program. Free to \$355+ per person. For example, 3-6 hour = Free, Certified courses are 16 hours for Non-Guide Staff or 32 hours for those wanting Certified Interpretive Guide status such as those conducting public programs.

Participants: Up to 20 for 3-6 hrs; minimum-6 and maximum-15 for other courses

Scheduling: As requested

Point of Contact:

Miles Phillips

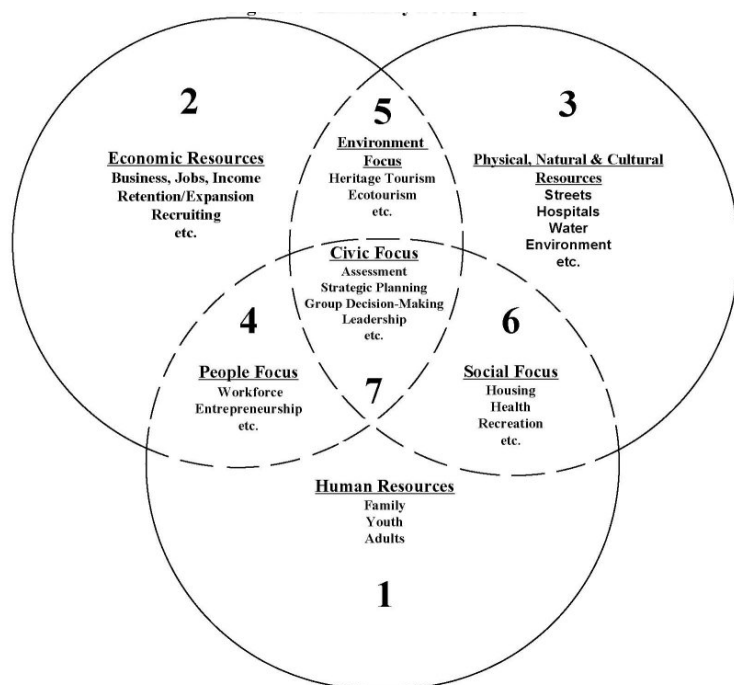
Extension Program Specialist, Ecotourism Development and Marketing

Email: mdphillips@ag.tamu.edu

CRED Schematic & Information for Extension Agents

Community Resources and Economic Development (CRED) is an interdisciplinary programming approach which supports positive change for communities, businesses, individuals and families. The schematic below illustrates the interdisciplinary nature of CRED. The programs represented in this catalog fall primarily within these areas and are related to Texas Community Futures Forum issues and the agency Strategic Plan. Refer to page 22 & 23 for the Agency Strategic Plan and *What is Community Development*, a fact sheet with further information on this schematic.

This catalog can be used as a reference by County Extension Agents in both rural and urban counties. These programs represent some of the resources for clientele available for scheduling and delivery. Several of the programs are complete packages that may include program plans and evaluations and are deliverable by any



Resources and Publications

RESOURCES:

Agricultural Research and Extension Center at Stephenville: <http://stephenville.tamu.edu/~alovell/index.html>

Building Connections: Community Leadership Program:
<http://buildingconnections.tamu.edu/>

Ca\$hing in on Business Opportunities: http://fcs.tamu.edu/money/your_business/cashing.php

Main Street Texas Online: http://fcs.tamu.edu/money/your_business/ecommerce/index.php

National Business Incubation Association:
www.nbia.org

Nature Tourism Financial Plan: downloadable
http://www.rpts.tamu.edu/tce/nature_tourism/financial.htm

Office of Rural Community Affairs: www.orca.state.tx.us

Office of the Governor, Economic Development and Tourism: <http://www.governor.state.tx.us/divisions/ecodev>

Ready Business: <http://www.ready.gov/business/index.html>

RUPRI Center for Rural Entrepreneurship:
www.energizingentrepreneurs.org

Rural Information Center:
<http://www.nal.usda.gov/ric/index.html>

Southern Rural Development Center:
<http://srdc.msstate.edu>

Texas Center for Rural Entrepreneurship:

<http://www.tcre.org>

Texas Cooperative Extension Agency Strategic Plan:

<http://agextension.tamu.edu/sp/>

Texas Department of Agriculture: www.agr.state.tx.us

Texas Economic Development Council: www.texasedc.org

Final Report of **"The Texas Entrepreneurship Summit:
Expanding Economic Opportunity"** [http://www.tcre.org/
Portals/0/Summitrpt.pdf](http://www.tcre.org/Portals/0/Summitrpt.pdf)

Texas Event Leadership Program: <http://telp.tamu.edu>

Texas Friendly: [http://www.rpts.tamu.edu/TCE/
texasfriendly/index.htm](http://www.rpts.tamu.edu/TCE/texasfriendly/index.htm)

Texas Nature Tourism Information Center:

<http://naturetourism.tamu.edu>

Texas Rural Community College Network: www.trccn.org

Texas Rural Leadership Program: <http://www.trlp.org/>

Texas Workforce Commission: www.twc.state.tx.us

USDA Natural Resource Conservation Service:

www.nrcs.usda.gov

PUBLICATIONS:

Building Better Rural Places– Directory of Federal Programs; <http://www.attra.org/guide/resource.pdf>

Nature Tourism: A Guidebook for Evaluating Enterprise Opportunities- B-6147 Retail : \$30
<http://tcebookstore.org/pubinfo.cfm?pubid=1851>

The Community Activeness/Consciousness Matrix: A Tool for Community Development
L-5453 <http://tcebookstore.org/pubinfo.cfm?pubid=1915>

What is Community Development? D-1449
<http://tcebookstore.org/pubinfo.cfm?pubid=2062>

Notes

Notes

***Economics
Environment
Youth
Family***

***Bringing it all together
for jobs, income,
and quality of life***

**Let us help you
make the most of your
community !**

<http://comdev.tamu.edu/>



Educational programs of Texas Cooperative Extension are open to all people without regard to race, color, sex, disability, religion, age or national origin.