

VisionWorks News

*Volume VI, Number 2
July 2008*

VisionWorks is a program of the University of Arkansas Cooperative Extension Service, with VisionWorks partners in the public, private, and non-profit sectors

**The purpose of VisionWorks News is to share insights, resources, and tools that equip community and regional leaders to prosper in the global, knowledge-based economy.
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5th Annual Breakthrough Solutions Conference Links Local Economies to Global Opportunities

Quote of the Day:

“You can’t manage into battle. You need to lead into battle. It is a battle—we need to move rural communities into the 21st century.”

Jane Smith Patterson, Executive Director, e-NC Authority

Patterson was the keynote speaker at the 5th Annual Breakthrough Solutions Conference, held at the Hilton Little Rock Metro Center in Little Rock on May 1. The theme of the conference, “It’s All Connected – Linking Your Local Economy to Global Opportunities” was reflected in the speakers who shared valuable insights and experiences on how to tap into the global economy.

“We see the Internet as a platform for economic development of the state,” stated Patterson, who heads North Carolina’s Internet and broadband agency. “We are the catalyst for this process. Our goal is to transform our state from a manufacturing economy to a technology-based economy.” Patterson told the story of farmers who live an hour away from Charlotte, NC, and now provide arugula to the Charlotte Marriott two weeks before their competition from California. “These farmers have learned how to use the Internet, and they are now making 30 percent more profit.” Other key points from Ms. Patterson:

- There are massive dollars to be saved through telemedicine.
- Intellectual resources are as important as natural resources.
- China has just said no more DSL – they are just putting in fiber optics.
- Google just announced they are moving to Lenoir, NC. They went to Lenoir because the electrical power demand is huge and they also needed redundant fiber.
- Storage [of knowledge in digital format] is a huge issue. **Where does Wal*Mart have its server farms?**
- This is not your grandmother's economic development. It includes entrepreneurship, innovation centers, business and technology telecenters, broadband at 80 megs, and disruptive technology training for businesses and government.

A special thanks to Connect Arkansas for bringing Ms. Patterson to this conference. You may see Jane Smith Patterson's presentation "Building a 21st Century Economy" on our Breakthrough Solutions web page at:

http://www.vworks.org/conference/2008/Jane_Smith_Patterson.pdf.

Coming Events

July 26-27: First Steps in Creating Craft Marketing and Business Plans, Ozarka College, Mountain View, sponsored by Arkansas Craft School. For more information, call 870-269-8397, arkcraftschool@mvtel.net.

August 4-8: "Growing Communities – the Process of Asset Building and Community Development" – Community Development Institute, University of Central Arkansas, Conway, AR. For more information, go to www.uca.edu/cdi, or call 501-450-5372.

September 10-11: 2008 Low Income Advocates Leadership and Community Development Conference, Doubletree Hotel, Little Rock. For more information, go to www.cadc.com.

October 30: Arkansas Community Development Society Annual Conference, University of Central Arkansas, Conway. Mark your calendar – more details coming soon.

Breakthrough Solutions Chosen for Award of Excellence

The Breakthrough Solutions Team of Maureen Rose, Wayne Miller, Tom Riley, Stacey McCullough, and yours truly were recently chosen by the University of Arkansas Cooperative Extension Service for the 2008 Extension Excellence Unit Award for their 21st Century Vision work with the North Central Arkansas Economic Development (NCARED) Corporation. The 21st Century Vision initiative has included a regional demographic profile, a target industry study, an economic analysis, and development of a regional blueprint for the future of the region. A special thanks to the NCARED board and other leaders in the region for their cooperation and involvement in this process. With the foundation studies in place, we look forward to excellent things continuing to happen in the region.

VisonWorks Breakthrough Solutions Funding Sponsors

Just a note to thank our funding sponsors for their support of the Breakthrough Solutions Conference and Program. We appreciate their investment in the future of Arkansas.

Gold Program Sponsors – AT&T Arkansas, Arkansas Telecommunications Association, CenturyTel, Connect Arkansas

Silver Program Sponsors – Cisco Systems, Inc., Regions

Bronze Sponsors – AEP Swepco, Aristotle Inc., Arkansas Cable Telecommunications Association, Arkansas Electric Cooperatives, Bank of the Ozarks

Breakthrough Solutions Partners and Communities

NCARED Board Accepts Regional Blueprint, Sets Priorities

At a board retreat of the North Central Arkansas Economic Development Corporation, the NCARED board voted unanimously to accept and endorse the 21st Century Regional Blueprint. The blueprint was developed through our Breakthrough Solutions Program and involved community leaders and high school youth in every county of the region. The board also reviewed/revamped the by-laws and set priorities for the coming year:

- Education
- Entrepreneurship and business development
- Tourism and attracting retirees
- Manufacturing and industrial recruitment
- The creative economy.

The board emphasized that they welcome initiatives and activities in other issue areas but felt the need to focus on these top priorities for the coming year. Alan McVey and Jerry Smith from the Arkansas State University Delta Center for Economic Development facilitated the sessions.

7th Annual Twin Rivers Festival Another Success

Congratulations to community leaders in McNabb for their seventh successful festival – their 7th in a row. McNabb Mayor James Conway, members of the McNabb city council, and other community leaders for this event have done a terrific job, attracting people from three states. In addition to music performed throughout the weekend of April 25-27, food booths, and multiple activities for children, a parade led by the Rough Riders of Killeen, TX, marched through town. Funds from the festival have been used to build a park and a health and fitness trail. Plans are underway to add a baseball field, a soccer field, and a multi-purpose community center. By the way, **McNabb has a population of 74, so those of you in smaller (or larger communities) – no excuses!**

Petit Jean Mountain Community Association Celebrates its 10th Anniversary

“Despite a lack of resources, working together you can accomplish a lot,” was just one of the lessons voiced at the 10th Anniversary Celebration of the Petit Jean Mountain Community Association (PJMCA) on April 11. Hats off to Bettye Henderson, first president of PJMCA, her husband Burt, PJMCA newsletter editor Ted Hutchcroft, current president Sam Lasuzzo, and the other leaders and citizens up on the mountain—for their vision and action. The association has met quarterly for ten years. Here are just some of their results:

- First Great Petit Jean Mountain Yard Sale, continuing through 2007
- First Christmas Mail Box Decoration Awards, held every year in December
- First Welcome Bag presented to Mike and Norma Bruck
- Sponsored a flue clinic every year
- Voted against a special district plan
- Provided burn ban signs to increase community security
- Community water system
- Supporting the fire department with bean suppers
- PJMCA purchased a defibrillator for the Fire Department

- Hosted multiple speakers at PJMCA meetings to keep residents informed and active in county and state issues
- Working with General Assembly for funding to renovate Lake Bailey

At the anniversary meeting, PJMCA members also identified priorities for the next 5–10 years:

1. ISO ratings improved so residents have lower fire insurance rates
2. Gas pumps on the mountain
3. Broadband Internet service
4. Continuing improvements in Petit Jean State Park
5. A mountain-wide sewage system
6. Shared labor force
7. Bike and walking paths at PJSP connecting Mather Lodge to the Visitor Center and camping areas

It was my privilege to be a part of the formation of the association, and they have done an outstanding job of building an authentic community where issues are addressed head-on and people care about each other. Key elements – they:

- Take action on things they can all agree on
- Provide a forum for discussing important issues
- Keep everyone informed through a quarterly newsletter
- Welcome new people to the community (Everyone who lives or works on Petit Jean Mountain is automatically a member of the association)
- Maintain a positive, encouraging atmosphere

Triumph Over Tragedy Program Presented in Mtn. View, Mtn. Home

“It will enable us to understand the phases of recovery and inform others of the phases to show improvement,” stated a participant in a recent Triumph Over Tragedy program in Mountain Home. The program, presented by Dr. Deborah Tootle, Associate Professor – Community and Economic Development with the University of Arkansas Cooperative Extension Service, is based in the experience of the Hurricane Katrina aftermath and its human toll. It offers assistance for disaster victims in coping with their own personal grief, confusion, anger, frustration and post traumatic stress symptoms. Dr. Deborah Tootle was on the faculty of Louisiana State University at the time of Hurricane Katrina and was actively involved in rolling out this program for the citizens of Louisiana. This program was developed for implementation after the immediate cleanup and disaster relief has happened, when people are struggling to create normalcy. The program helps them to learn that “normal” will never be the same for them and that they must create their own new “normal.” If there is interest in this program for your community, contact your county Extension staff chair.

Other News

21st Annual Community Development Institute Set for August 4-8

The Community Development Institute Central is a unique training program offering a comprehensive curriculum of professional knowledge and skills in community and economic development and capacity building. Created in 1987 as the Arkansas Community Development Institute, CDI Central is endorsed by the national Community Development Council. To complete the program, students attend the one-week sessions for three consecutive years, after which they can apply for certification. Creating new economic opportunities and a better quality

of life is a challenging undertaking, and training in community and economic development help increase the chances of success in this endeavor. Registration fee for the one-week CDI educational experience is \$650. For more information, go to <http://www.uca.edu/aoep/cdi/>, send an e-mail to Mary Ellen Klotz at mklotz@uca.edu, or call 501-450-5372. Note: I serve on the CDI Advisory Board and have taught sessions at CDI in past years. It is an excellent educational opportunity.

Future of the Internet Economy

The Organization for Economic Cooperation and Development, a coalition of 30 democracies in the world, identified these disruptive technologies that provide new opportunities, just as they threaten the status quo: a) the accelerating shift from PC-based to mobile access to the Internet through various devices, b) new technologies such as fiber optics may fundamentally change market dynamics and how we live, and c) embedded sensors will be increasingly used to sense and control physical world objects and events. You may see the report at <http://www.oecd.org/dataoecd/1/29/40821707.pdf>.

Outdoor Recreation and Conservation Project T. A. Available

National Park Service offers technical assistance for community-initiated outdoor recreation and resource conservation projects. Deadline for applications is August 1. Go to www.nps.gov/rtca for more information.

VisionWorks Partners

We appreciate the continued support of our VisionWorks Partners:

Arkansas Community Foundation	Arkansas Economic Development Commission
Arkansas Farm Bureau	Arkansas Geographic Information Office
AR Human Development Corporation	Arkansas Science and Technology Authority
Arkansas State Chamber of Commerce	Associated Industries of Arkansas
AT & T Arkansas	CenturyTel
Cromwell Architects Engineers	Delta Center for Economic Development, ASU
Electric Cooperatives of Arkansas	Entergy's Teamwork Arkansas
Ken Hubbell and Associates	National Park Community College
U of A Cooperative Extension Service	UALR Institute for Economic Advancement
UALR Institute of Government	UALR Small Business Development Center

Website of the Month – When “In the Box” is Really “Out of the Box” – the Story of Square Watermelons

When was the last time you saw an \$82 watermelon? Entrepreneurs know that the more value you can add to a product or commodity, the higher price you can charge. Farmers in Zentsuji, Japan, have figured this out and force watermelons to grow in square glass containers that are the exact dimensions of Japanese refrigerators. You can see the article at <http://archives.cnn.com/2001/WORLD/asiapcf/east/06/15/square.watermelon/index.html>.

Google “square watermelons” to see pictures. **Strategic question: How can you innovate to add value to what you are doing?** HINT: Start with what sounds crazy or impossible (like square watermelons).

Story of the Month – The Lessons I'm Leaving Behind

If you knew you only had months to live, and were asked to share the lessons you learned in your life, what would you say? This is exactly what happened to Randy Pausch from Carnegie Mellon University. Last year, Pausch agreed to give a “last lecture.” He was invited to address what is most important to him if it was the last lecture he would ever give. A few weeks later, he learned that he had only months to live—he was dying of pancreatic cancer. Here are the lessons he shared:

- 1) **Always have fun** – In Winnie-the Pooh characters, each of us has a decision to make – to be a fun-loving Tigger or a sad-sack Eeyore.
- 2) **Dream big** – Give yourself permission to dream. Create specific dreams, and fuel your kids’ dreams too.
- 3) **Ask for what you want** – Ask. More often than you’d suspect, the answer you get is “Sure.” Have something to bring to the table, because that will make you more welcome.
- 4) **Work on your fundamentals** – You have to get the fundamentals right, because if you don’t, you won’t get the fancy stuff right.
- 5) **Dare to take a risk** – Experience is what you get when you don’t get what you wanted. And it can be the most valuable thing you have to offer.
- 6) **Make time for what matters** – Time is all you have. And you may find one day that you have less than you think.
- 7) **Let kids be themselves** – My job is to help my kids foster a joy for life and develop the tools to fulfill their own wishes, not mine.

Watch Randy Pausch’s Last Lecture and share your own childhood dreams at www.parade.com/articles/editions/2008/edition_04-06-2008/1My_Last_Lecture?prnt=1

Source: Parade Magazine, April 6, 2008

Next Issue – Look for a New Name and New Look

Just a note to let you know that the next issue will have a new look and a new name – This Week’s Breakthrough Solutions News. We are moving to a shorter, weekly format to keep you more up to date on a regular basis.

How to Strategically Impact Your Community:

If you want to impact your community in a powerful way, forward this e-mail newsletter to other individuals in your community or organization so they can benefit from the resources, insights, and strategies covered in VisionWorks News.

More About VisionWorks:

Recipient of the Outstanding Program Award by the international Community Development Society, VisionWorks is a program of the University of Arkansas Cooperative Extension Service, with partners in the public, private, and non-profit sectors. VisionWorks’ Breakthrough Solutions Program is now available for communities and regions seeking to prosper in the global, knowledge-based economy. For more information about the Breakthrough Solutions Program, go to www.vworks.org, send an e-mail to vworks@uaex.edu or call us at (501) 671-2066.

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