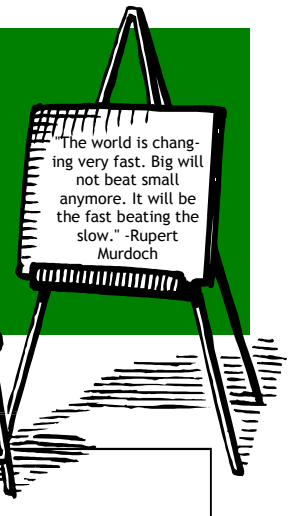


COMMUNITY DEVELOPMENT CONNECTION

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Crawford County UW-Extension Program in Community & Economic Development
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Events & Ideas in Community & Comprehensive Planning
Business & Economic Development, & Local Government



Editor's Corner

As many of you know its not often that I have the opportunity to just sit and reflect on much of anything during my usual workday. That said I had several quiet, reflective, moments this month in my work with an amazing organization, aptly named, "The Opportunity Center." The Opportunity Center is, in solely practical terms, a county work center for folks with developmental disabilities located in Prairie du Chien. The Director was seeking support with a planning process to create a new vision for the future of the organization. After many discussions we decided to stray from the typical SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis and try some activities that would really bring out the organization's best – the moments in time when things really worked. We used a process called "Appreciative Inquiry." Appreciative Inquiry is based on the idea that talking about what we're doing RIGHT allows us to create a more positive vision for the future. In this process, everyone's ideas are valued and everyone's story is important. The process brings out the characteristics of the organization as a WHOLE. By the end of the workshop the room was buzzing with affirmations of the great work that had been done, the successful social events, the appreciations of hard work and quirky personalities. As most of us know, discussions about "caring relationships" are not par for the course in our day to day work. But given the losses and uncertainty in our communities these days, I couldn't help but feel that just a little appreciation can go a long way.

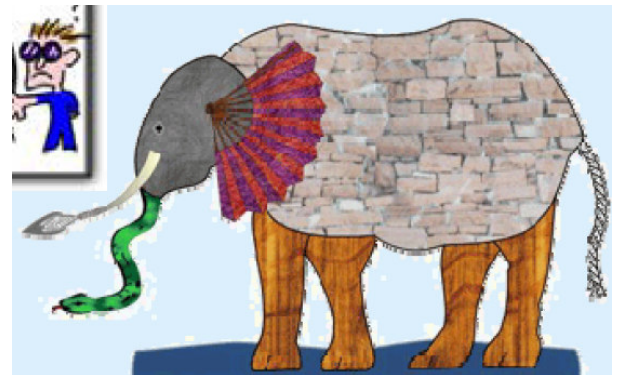
- Laura Brown, Crawford County UW Extension Community Development Educator

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Are You Connected? Take the Public Service Commission Internet Survey

The Public Service Commission has made available on its Website a brief survey on broadband availability in Wisconsin. The PSC is gathering information that may ultimately be essential in addressing where there are unserved or underserved areas in the state. This fact finding is related to the \$7.2 billion in federal broadband funding that is part of the American Recovery and Reinvestment Act. Much of the federal funding is targeted at unserved and underserved areas. For more information, see the "Customer Survey" section at <http://psc.wi.gov/recoveryAct/sfBroadband.htm>



Investing in the Future: Crawford County Community Fund Applicant Workshop

The Crawford County Community Fund will host a grant application workshop on Monday, April 13 from 4:30- 5:30 pm at the Crawford County Highway Department in Seneca. The workshop will focus on application guidelines and procedures and is open to citizens and staff of charitable programs and projects interested in applying for up to \$5000 from the fund. The Crawford County Community Fund supports economic development or infrastructure projects which enhance the economic well-being of Crawford County residents, including business growth and retention, product innovation, job creation, tax-base improvement and personal development. Individuals and private businesses are not eligible to receive funding. For more information contact Sue Conley of the Community Foundation of Southern Wisconsin, 800-995-2379.

When There's an Elephant in the Room, Ask Yourself if You Really Know the Whole Story

Maybe you've heard about the six blind men who were sent to study a strange new animal: when they come back, they all reported different ways. One said the animal was like a wall, another a snake, another said round and like a tree, one said a fan, and another a length of rope. They argued to defend their perspective. Of course the discrepancy lies in the fact that each studied a different part of the elephant and weren't able to see the whole for the parts.

Business & Economic Development

"The Collapse of the US Banking System Explained in Just 39 Minutes"

Frequent *Connection* readers know that I'm a big fan of the radio program, "This American Life." In this episode www.thisamericanlife.org/Radio_Episode.aspx?episode=375 Alex Blumberg and Adam Davidson "explain exactly what a bank is and does, talk to experts about what has gone wrong in banking, but not before bringing us all up to speed on some banking basics, like understanding a bank balance sheet, and a bank's assets and liabilities, and the squishy business of what banks say about their balance sheets compared to what they are. If you click on "Full Episode" on the right side of the page, it will audio stream to you. You can also download a transcript."

Sixth Annual Wisconsin Women's Business Conference

www.womensbusinessconference.com, Thursday, April 23 at The Plaza Hotel and Suites, 1202 W., Clairemont Ave. Eau Claire WI. This day-long event offers networking opportunities, [business-related educational sessions](#), a keynote address, [one-on-one business counseling](#), roundtable discussions, an [exhibitor hall](#) and a networking lunch. The event targets women entrepreneurs who are starting, expanding, and/or working to improve their businesses. The event runs from 8 a.m. to 4:30 p.m. and features more than 50 regional exhibitors and numerous networking opportunities. One-on-one business consulting will be available throughout the day.

Our Regional Economy: Building Economic Strength Together 2009 Conference

Thursday, April 16 at Southwest Tech in Fennimore, from 12:00-8:00pm. Exhibits, keynote and two break-out sessions from 12:30-4:30pm, followed by networking, evening speaker, dinner and BEST Regional Awards at Eagle Creek Inn from 4:30-8:00pm. Keynote speaker Burt Chojnowski from Fairfield, Iowa, will talk about Economic Gardening: Creating Entrepreneurial Communities and steps to create successful communities and cultures in rural areas. Full-day conference is \$55/individual or first group member, \$45/additional group members, \$25/college and high school students. Dinner only is \$25 per person. For details www.uwplatt.edu/cont_ed/BEST/ Call Laura Brown if you'd like to carpool, 608-326-0223.

Give Your Business A Competitive Edge With These Resources & Workshops

Best Tactics for Online Marketing

A practical and tactical workshop with hands-on exercises and case studies that will prepare you to optimize your site's content and create a pay-per-click campaign! Wednesday, Apr. 22, 8:30 a.m. to 4 p.m. La Crosse SBDC (Small Business Development Center). www.uwlax.edu/SBDC/

Exploring the Idea of Starting a Small Business

Workshop at Richland Area Chamber of Commerce, Richland Center, February 6, 6:00 to 8:00 p.m. FREE introductory workshop will review resources and financing options, preparation required to start a business, and government requirements. Call SBDC at 608-342-1038.

Inventors and Entrepreneurs Club

This month's topic "Etiquette for Entrepreneurs" Tuesday April 14, 6:30 pm at the Gays Mills Community Building, Gays Mills. Contact Laura Brown for more information, 608-326-0223.

LOOKING FOR A JOB??

State of Wisconsin Job Service is offering
JOB SEARCH ASSISTANCE

Every 1st and 3rd Thursday
12:30-3:30 pm

Suite 318, Crawford County Admin Building
225 North Beaumont Road Prairie du Chien

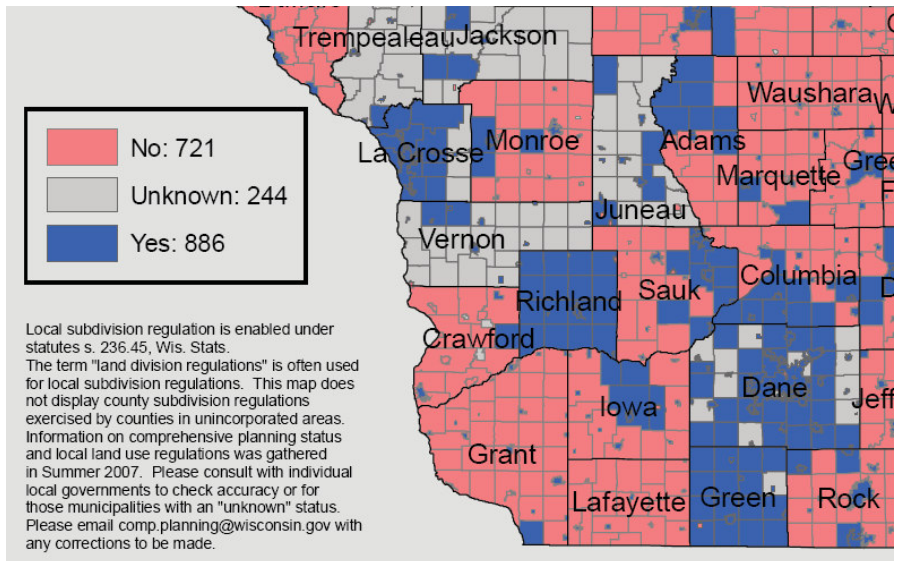
*Website searching, resume/interviewing tips,
skills assessment, assistance completing applications
Call 608-785-9812 for more information.*

Local Government

Spring 2009 Land Use Tracker

Features of this edition include: The Roots of Landscape Change: Parcelization, Capital Improvement Plan Fact-sheet (pull out), Highlights of the State Budget and Federal Stimulus Plan, Calendar of Events. To access the newsletter: www.uwsp.edu/cnr/landcenter/newslettertracker.html

The map to the right, from the Spring Land Use Tracker, shows municipalities using subdivision regulation statewide.



Workshops for Town Officials

New and continuing town officials will want to network and learn about important skills and responsibilities of their job at the biennial Town Officials Workshops, offered this year in 12 Wisconsin cities. Area stops would include: May 5: Madison, May 27: Tomah, and May 28: Mineral Point. Registration is through the Wisconsin Towns Association. Phone: (715) 526-3157. Fax: (715) 524-3917. Download the registration brochure online at <http://lgc.uwex.edu/Workshops/index.html>

Take a Walk on the Website: Stimulus Bill

The National Council of State Legislatures links to the Act itself and a summary, under the title "American Recovery and Reinvestment Act": www.ncsl.org/statefed/2009economicstimulus.htm. Read the summaries of specific provisions by topic area lower down on the page (e.g., Medicaid, transportation).

Rep. David Obey's site gives a summary of the act: www.obey.house.gov/index.php?option=com_content&task=view&id=694&Itemid=194. Read FAQ's on federal government tracking of recovery funds and performance at www.recovery.gov. Information about Wisconsin's Recovery Funding can be found at <http://www.recovery.wisconsin.gov/>

Upcoming Wislines

For all WisLines listed: Fees \$20 and available at any WisLine site. Contact WisLine Registrations at (608) 262-0810 or consult the registration brochure online at <http://lgc.uwex.edu/WisLines/index.html> Wisline workshops are held by phone to allow interaction between participants.

Local Land Use Planning and Zoning—Legislative and Case Law Update

April 1—Program #1765-4. 10:30-11:50 a.m. This program will highlight recent WI court cases and legislation related to land use planning and implementation. Presented by Brian W. Ohm, J.D., Land Use Law Specialist

Training for Election Day Officials

April 8, 2009 (Wednesday), 10:30-11:50 a.m. Training for Election Day officials (#1764-8) Election day registration, special registration deputies, polling place accessibility: a special in-depth look at these three important topics.

Conducting the Annual Board of Review

Learn or review the statutory requirements and procedures for conducting the annual board of review. This program meets the certified training requirement under the law for board members.

Live attendance at WisLine: dates are April 21, April 28, and May 5; cost is \$20.00. Materials bundles and/or the audiostreamed program will be available at the end of March; cost is \$25.00.

Receive this newsletter by email! Contact Crawford County UW Extension at 608-326-0223 to update your email address or receive paper copies of the resources above. Please submit local community development events, successes, & news items to Laura Brown laura.brown@ces.uwex.edu

Focus on Sustainability

Web Resource Helps Local Governments Protect Groundwater

Contact: Lynn Markham, 715-346-3879, lynn.markham@uwsp.edu or Charles Dunning, 608-821-3827, cdunning@usgs.gov A new web site provides easy access to information about Wisconsin's groundwater to assist local governments in protecting this vital resource and to help owners of private wells tap into safe drinking water supplies. The site, located at <http://wi.water.usgs.gov/gwcomp/>, can play a key role in learning about local groundwater quality and quantity.

Are you a FOOD ENTREPRENEUR? Check out these upcoming events!

Food Safety Training for Small Businesses

Contact Barbara Ingham, 608-263-7383, bingham@wisc.edu. Homemade pickles, salsa and relish line the shelves of local farmer's markets, grocery stores and roadside stands throughout Wisconsin. To help ensure these products are safe, small businesses processing and marketing acidified foods must complete food safety training. The University of Wisconsin-Extension is partnering with the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) to offer training from April–September 2009. More information at www.wifirst.wisc.edu/assets/AcidifiedFoods_Brochure_2009.pdf For registration questions, please contact CALS Conference Services at 608-263-1672.

Producers & Entrepreneurs Invited to Discuss Shared Use Processing Facilities

Thursday, April 9 at the Soldiers Grove Community Center, 7:30 p.m. This meeting is open to all persons with an interest in the specialty food business or those having experience in the food industry and/or the operations of licensed commercial food processing facilities, or having any interest at all in the promotion of local food production and consumption.

For more information contact Brad Niemcek: 608-624-3409 or 608 485-3413.



Upcoming Focus on Sustainability Classes

Register in advance for these classes, which will be held at the Crawford County Admin Building, Prairie du Chien, by contacting the Crawford County Extension Office at 326-0223 or visit <http://crawford.uwex.edu/cnred/index.html>

Local Food Networks: Food Localization as a Sustainability Strategy—April 21, 2009, 11:30-12:30PM

Localization strategies often characterize sustainability efforts. And nothing is more central to our lives than the food that we eat. Building a local sustainable food economy has implications related to local spending choices, nutrition and health, developing strong linkages between rural and urban areas, creating local jobs, land use patterns, and regenerating community. Learn about this rapidly growing sustainability strategy—through examples and best practices—and how it is helping to reshape our food system and our communities.

Sustainability Indicators and Measurement—May 19, 2009, 11:30-12:30PM

It's one thing to pass a resolution to become a sustainable community or adopt a corporate sustainability policy and another to make steady progress toward that end. How do you gauge overall health and long-term sustainability? Sustainability indicators use data to measure that progress. The resulting information can be used to raise awareness about community health, the environment, social well being and economic development. Learn about an array of indicator models across the country and how they are used as a basis for further policy development, funding targets, and improved activities and strategies to promote sustainability.