



April 2012

Vanguard

Timothy Collins, Vanguard Editor

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CDS 2012 Conference

July 23-25, Cincinnati, OH

"Sustaining Community through Innovation and Entrepreneurship"

Focus on local foods and arts, community engagement and learning, campus-community partnerships, and comprehensive community initiatives

[More information](#)

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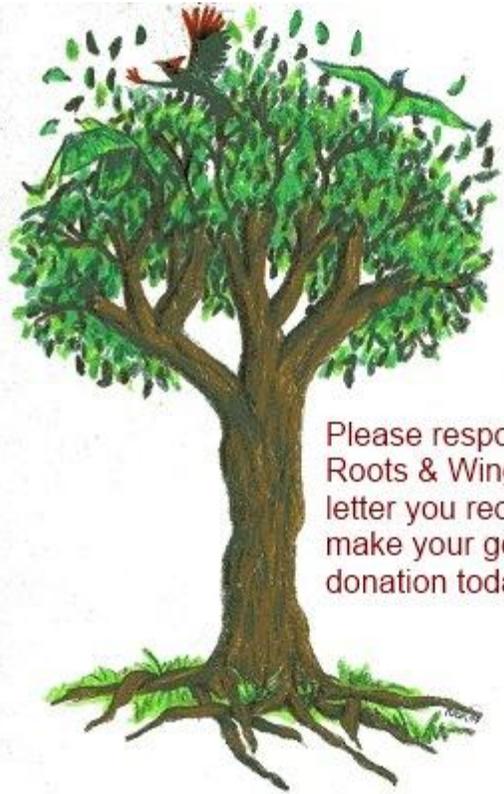
[CDS UpFront](#)

President's Update

Hitting Your Mark?

As community developers, we often face the unenviable choice of working with communities that make choices that limit their ability to be sustainable. We also often report to boards, work with people with questionable agendas, and act as much the referee between competing parties as we do the developer.

Building community consensus around any topic is often as difficult as shoveling snow in a blizzard. Stuff just keeps blowing over what you have done. The negative to this is that community members, community leaders, and the community developers grow weary of



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conflict and disengage from meaningful change work. Equally as challenging is to gain insight into capturing if, as developers, we are making a difference in the communities we serve. I have observed this both in my professional research and in my interaction with communities.

The question that keeps coming back to me from my students, from elected officials and from interested community members is, "How do we know that we are hitting our mark?" In other words, how do we know we are succeeding (or not)? The challenges associated with community change are varied and built into the socioeconomic, historical, cultural, political, religious, and ecological spheres in which we operate. This context in which we do development work impacts not only our ability to encourage development but the very definition of what development looks like, given the context in which it occurs.

The question of "how do we know if we are hitting our mark?" can be answered through carefully engaging in the five steps of sustainable development. These "5 tions" include promotion, implementation, documentation, evaluation, and celebration. It is through careful, direct planning that these steps come to life.

Once an activity or series of activities are planned, effective promotion builds community buzz. It gets buy-in from the local community. Still, if not implemented, the best laid plans come to naught. Documentation provides the critical understanding of how a community has gone from point A to point B. Evaluation builds from documentation and enables analysis to determine if the desired mechanisms and outcomes were reached. Finally, celebration provides feedback to the community that the process is working. In essence, it is through this process that a community can know if it is hitting its mark, regardless of the context in which it occurs.

As community developers, we seek to engage communities in strategies designed to promote sustainable change. Assessing the impacts of our work is requisite for

Vanguard Advertisements

Square ads are run near the top of the smaller left hand column of the *Vanguard*. The single issue ad rate is \$45. Ads for four issues will be discounted to \$40 each. For more information, contact [Dawn Kennedy](#).

An advertisement for online education opportunities in community development. It features a large, stylized white 'N' on a red background. To the right of the 'N', the text reads: "Online education opportunities in Community Development". Below this, it says "Provided by:" followed by the "UNIVERSITY OF Nebraska Lincoln" logo. At the bottom, the website "online.unl.edu/community" is listed. A small copyright notice is visible at the very bottom of the ad.

CD Resources

Rural Community Development and Independent Living
[Web Conference: State of the Science in](#)

Rural Disability Policy and Practice

* April 17, 10-12:30 MDT: **New Paradigms for Rural America** - Brian Dabson, Rural Policy Research Institute, Rural Futures Lab

* April 18, 10-12:30 MDT: **Rural Communities** - Cornelia Flora, Iowa State University

* April 19, 10-12:30 MDT: **Rural Economics and Employment** - Don Macke, Rural Policy Research Institute, Center for Entrepreneurship

* April 20, 10-12:30 MDT: **Rural Health** - Vincent Francisco, University of North Carolina at Greensboro

Sponsor: The Research and Training Center on Disability in Rural Communities (RTC:Rural), The University of Montana, Missoula, MT 59812. [Register for free](#) and get access to all the conference papers.

ERS Charts of Note

[**SNAP benefits lessen depth and severity of child poverty**](#)

[**SNAP benefits still above historical norms**](#)

[**Marketing channels for locally grown food**](#)

[**14 percent of Americans received SNAP benefits in 2011**](#)

[**SNAP participation and unemployment rate less closely linked over last decade**](#)

[**The pace of U.S. urbanization slows**](#)

Leveraging the Wisdom of Crowds through Participatory Platforms

[**New technologies**](#) are providing participatory platforms that allow individuals to share their ideas, interact with others' ideas, and work towards collaborative solutions to resolve problems or take advantage of opportunities.

Development: Greening the Economy, Volume 55, Number 1, March 2012

[**Development**](#), published by the Society for International Development (SID) in partnership with UNRISD, includes papers presented at the UNRISD conference, *Green Economy and Sustainable Development: Bringing Back the Social Dimension*, on topics ranging from global crises to grassroots conservation and development

understanding not only where a community has been but where it is going.

There are many ways to promote and assess community change. Many of these tactics, strategies, and techniques will be shared by our colleagues at the 2012 Annual Conference to be held in Cincinnati, OH in July. I urge you to attend and to learn from your colleagues how they "hit their marks" and share of your own challenges and successes.

I look forward to stimulating presentations on a variety of sessions. I also look forward to reacquainting with friends. The program promises to be large and invigorating. Perhaps there we all can learn and contribute to the body of knowledge and as a Society hit our mark.

Brent D. Hales

President, Community Development Society

News from CDS

CDS 2012 Conference: Cincinnati and You!

Chili spaghetti - up to five ways at last count, the Reds, a lively downtown, regional architecture, parks, music and the arts... oh yes, seven hills and flying pigs. As the old song goes, "Something's always happening on the river."

We are excited to travel to Cincinnati, Ohio, for our annual conference July 23-25, 2012. The meeting site at the Kingsgate Marriott on the University of Cincinnati Campus is beautiful. The conference schedule will include some wonderful presentations. In addition, the meeting will include plenary speakers and mobile learning workshops. The local host committee has been busy planning a great local event for your enjoyment. A draft schedule is on our website and conference registration details will be out soon.

CDS friends, old and new, are waiting for you. See you in July!

[**More information.**](#)

projects.

Community Development Institutes

Upcoming Meetings

[26th Annual Community Development Institute Central](#)

August 6-10, 2012, Conway, AR

[Midwest CDI](#)

August 6-9, 2012, Moline, IL

Conferences and Meetings

[Growing Sustainable Communities](#)

May 2-3, 2012, Sonoma County, CA

[National Rural Entrepreneurial Gathering: FRED - Focus on Rural Entrepreneurial Development](#)

May 3-5, 2012, Fairfield, IA

[National Association of Community Development Professionals](#)

May 20-23, 2012, Park City, UT

[Engaging Your University in Regional Economic Development](#)

May 21-23, 2012, Roanoke, VA

[14th Annual Illinois Leadership Conference](#)

June 6, 2012, Effingham, IL

[Driving Innovation and Prosperity: Transforming Industries and Communities for the Next Economy](#)

June 10-12, 2012, St. Louis, MO

[2012 Symposium on Small Towns and Leadership Chautauqua: "Reigniting Community Leadership: Being Bold in the Face of Change"](#)

June 13-14, 2012, Morris, MN

[CCMA 2012: Declaration of Independence. We Own It!](#)

June 14-16, 2012, Philadelphia, PA

Exhibitors & Sponsors

Are you interested in sponsoring or exhibiting at the 2012 CDS Conference, July 21-25, 2012, in Cincinnati, OH, USA? If so, contact the [CDS Business Office](#) or call 614.221.1900.

CDS Journal Editor Named

John Green, director of the Center for Population Studies and Associate Professor of Sociology at The University of Mississippi, has been named editor of *Community Development: Journal of the Community Development Society*, pending a final Memorandum of Understanding.

John will replace **Rhonda Phillips** of Arizona State University, who helped guide the journal through major changes, including negotiations with a new publisher and expanding the journal to four issues a year, with two special issues.

Congratulations to John, and many thanks to his commitment to serve the members of CDS. We look forward to a smooth transition from Rhonda to John.

Thanks also to Rhonda for her past and continued service as journal editor. Her efforts have created a strong foundation from which John can grow the journal even stronger.

Call for Articles: Rural Wealth Creation as a Sustainable Economic Development Strategy

Special Issue of *Community Development*
Guest Editors: **Deborah Markley**, Center for Rural Entrepreneurship, and **Shanna Ratner**, Yellow Wood Associates.

[More information.](#)

Changes at our Association Office

Lori Landry, who has faithfully served as our executive director for the last several years, has moved on to other responsibilities at Accent on Management, which manages our [CDS Business Office](#). We thank her for all of her efforts to help make CDS a smooth-running organization.

[ALIA Summer Institute](#)

June 18-23, 2012, Halifax, NS, CA

[Reclaiming Vacant Properties: Remaking America for the 21st Century](#)

June 20-22, 2012, New Orleans, LA

[Association for Environmental Studies and Sciences 2012 Annual Meeting](#)

June, 21-24, 2012, Santa Clara, CA

[Tamarack's 2012 Communities Collaborating Institute: Innovating Together](#)

October 1 - 5, 2012, Kitchener-Waterloo,
ON, CA

[NCBA Annual Meeting & Co-op Conference](#)

October 2-5, 2012, Seattle, WA

[Food Studies: An Interdisciplinary Conference](#)

October 4-5, 2012, University of Illinois at
Urbana-Champaign, IL, USA

[Under Western Skies 2: Environment, Community, and Culture in North America](#)

October 10-13, 2012, Mount Royal
University, Calgary, AB, CA

[International Economic Development Council](#)

September 30-October 3, 2012, Houston, TX

[Northeast Conference on Public Administration](#)

November 2-3, 2012, Boston, MA

Grant Opportunities

NIH: [Rapid Assessment Post-Impact of Disaster \(R21\)](#)

Application deadline: April 22, 2012

CDCP: [Capacity Building Assistance to Improve Health in Tribal Populations](#)

Application deadline: May 1, 2012

[Dawn Kennedy](#), who has extensive experience with association management, will be taking Lori's place. We look forward to working with her.

CDS Journal Now Available Online for Members

The release of Volume 43 No. 1, 2012 is now available online to view to members of the Society, *whether you chose the printed or electronic version with your membership.*

To access this issue, *you must login using your CDS username and password.* The link to the Journal is available on the [CDS homepage](#). Once you have logged in to the Members Only box at the top of the page, go to the **USER MENU** on the left of your screen. Click on **Welcome!** which will bring you back to the CDS members only homepage. From there, you will see an option on the page toward the bottom. If you are interested in viewing archived issues, click on the option: "Click here to directly view archived Journals."

Please contact the [CDS Business Office](#) if you need your username and password, or if you are having trouble accessing the Journal through the link provided.

CD Practice

[CD Practice is a web-based publication](#) of the Community Development Society. It presents innovative approaches, tools, and techniques that can be readily applied by community development practitioners.

Vanguard: A Major CDS Marketing Tool - Please Share It with Others

For the love of CDS, share it with your friends and encourage them to subscribe! Contact [Dawn Kennedy](#). Puh-lease!

CDS Website: Blog and Other Social Networking Features

A new blog has been installed on the CDS website. Click on the tab "Easyblog" to get started. To learn more about how the blog works, and all of the feature and functions, you can view a video [tutorial](#). If you have suggestions or ideas, please do not hesitate

HUD: [Choice Neighborhoods Initiative - Planning Grants](#)

Application deadline: May 1, 2012

DOL: [YouthBuild Grants](#)

Application deadline: May 8, 2012

USDA: [Rural Community Development Initiative \(RCDI\)](#)

Application deadline: May 9, 2012

USDA - EDA: [Rural Jobs and Innovation Accelerator Challenge](#)

Application deadline: May 9, 2012

DOL: [Senior Community Service Employment Program National Grants for Program Year](#)

Application deadline: May 10, 2012

Corp. for National and Community Service: [Senior Corps RSVP Grants Competition](#)

Application deadline: May 15, 2012

Corp. for National and Community Service: [Senior Corps Relinquishment Funds Grants](#)

Application deadline: May 15, 2012

DOL: [Women in Apprenticeship and Nontraditional Occupations \(WANTO\)](#)

Application deadline: May 21, 2012

DOL: [Trade Adjustment Assistance Community College and Career Training Grants Program](#)

Application deadline: May 24, 2012

USDA: [Community Forest and Open Space Program](#)

Application deadline: May 30, 2012

NSF: [Small-Business/ERC Collaborative Opportunity](#)

Application deadline: May 30, 2012

NSF: [Small Business Innovation Research Program Phase I Solicitation FY-2013](#)

Application deadline: June 19, 2012

to contact Communications Committee Co-Chair [Paul Lachapelle](#).

CDS UpFront

Compiled by Timothy Collins, Assistant Director, Illinois Institute for Rural Affairs

10 Big Mistakes People Make in Thinking about the Future

In a time of huge change and uncertainty, we need to [think about the future](#) as clearly as possible. Here's where we most often get it wrong.

Social Connections? Try Your Local Bookstore or Library

[Bookstores and libraries](#) have long played a central role in fostering a deeper appreciation of knowledge, and in lifelong learning. Increasingly, these places are also filling another critical need in our communities, by providing a haven for those seeking a communal connection in an ever-more isolated world.

The Tension Between Newcomers and Oldtimers in an Old City

[Cleveland](#) struggles to reconcile two worlds.

How the housing bubble might have increased segregation

Extensive data on mortgages and changes in the ethnic mix at local schools suggests that the credit boom that precipitated the global financial crisis may actually have [increased racial segregation](#).

Metro-Agrarians Seek Their Day in the Sun

Post-industrial cities may be proto-agricultural. [Cleveland and other urban areas](#) are expanding local gardening efforts, meanwhile changing the urban/rural dynamic.

How a Small Town Can Compete

Columbus, Nebraska, has been very successful in building a manufacturing economy. Now the town is trying to understand how it can [continue to prosper](#).

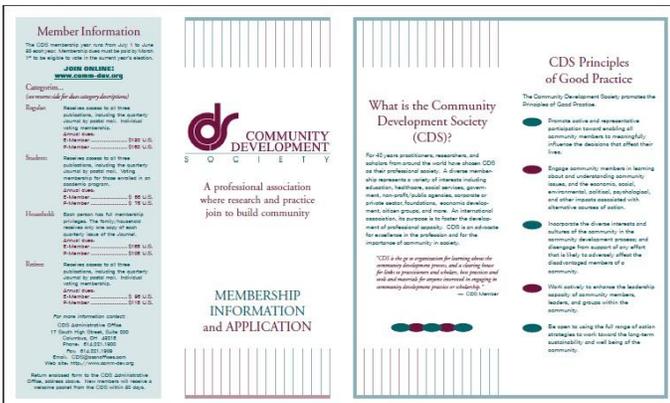
USDA: [Rural Agribusiness Energy Program](#)

Application deadline - Loans: **June 29, 2012**

NSF: [Small Business Innovation Research \(SBIR\) Small Business Technology Transfer \(STTR\) FY 2012 Phase I \(Release 3\)](#)

Application deadline: **July 3, 2012**

Join the Community Development Society Today!



The image shows a membership brochure for the Community Development Society (CDS). It includes a table of membership rates for different categories: Corporate, Regular, Student, Household, and Retiree. The brochure also features the CDS logo, a description of the society as a professional association, and contact information for membership inquiries.

Category	Regular	Student	Household	Retiree
Corporate (See member list for description)	Requires access to at least 10 members. Meeting the society's needs to cover mail, utility, insurance, legal, etc. \$200 U.S. / \$100 U.S. / \$100 U.S.	Requires access to at least 10 members. Meeting the society's needs to cover mail, utility, insurance, legal, etc. \$100 U.S. / \$50 U.S. / \$50 U.S.	Requires access to at least 10 members. Meeting the society's needs to cover mail, utility, insurance, legal, etc. \$100 U.S. / \$50 U.S. / \$50 U.S.	Requires access to at least 10 members. Meeting the society's needs to cover mail, utility, insurance, legal, etc. \$100 U.S. / \$50 U.S. / \$50 U.S.

Click on the image above to view the CDS Membership Brochure and Application.

Send to a Colleague

Subscribe

[Vanguard: Invite Your Friends and Colleagues](#)

Follow Us:



Five Poverty-fighting Women to Watch

Five women are [fighting poverty](#) in a serious way, but they're not handing out aid.

A Guide on the Path from Poverty [A rural community organization adds to its food mission](#)

strong guidance for low-income families to the tax credits, college aid, and other benefits that can boost their prospects.

The Food Assistance Landscape: FY 2011 Annual Report

This report examines trends in [USDA's food and nutrition assistance programs](#) through fiscal 2011. It also summarizes a number of ERS research reports on WIC-related topics that were released in fiscal 2011.

Is There Such a Thing as 'Rural' Gentrification?

Gentrification is a trend most commonly associated with hip, edgy urban areas, but is now [occurring in America's small towns](#), particularly as they allow online business owners to cut overhead dramatically.

The Map of Rural College Graduates

In rural counties, a higher percentage of adults have [college degrees](#) than in the past. But the increase has lagged in the South and West, while graduation rates have increased faster in the Northeast and the Midwest.

Per Capita Income Faster in Delta Regional Authority Counties

[Rising incomes](#) in counties receiving funding from the Delta Regional Authority stemmed largely from investments in the health and social services sector.

How Rural Are the States?

Nearly three out of ten Americans live in a rural area or a small city. But in most states, the [percentage of rural residents](#) is far greater.

Let's Link Working Rural Landscape to Sustainability Agenda

There has finally been some overdue attention paid recently to the [strengthening of rural](#)

[communities](#) to make them more economically and environmentally resilient.

Wise Towns Will Spur Young Entrepreneurs

The future of small towns will require [helping entrepreneurial young people](#) learn the skills and find the resources they'll need to succeed with local businesses.

Entrepreneurship Rates Down in 2011

New business startups fell 5.9 percent in 2011, but U.S. entrepreneurship rates are still remain above pre-recession levels, according to the [Ewing Marion Kauffman Foundation](#).

Local Chambers of Commerce: Not Born for Ourselves Alone

This month marks the 100th anniversary of the [U.S. Chamber of Commerce](#), an occasion that should not go unmarked.

California's New Triple Bottom Line

With the passage of AB 361 on October 9th, 2011, California adopted legislation allowing the formation of ["benefit corporations"](#) - corporations whose purpose is not just to make money but to make the world a better place. New York has adopted similar legislation, which is under consideration in other states.

How Boulder Freed Its Electric Company

Boulder, CO, has won the right to [take its power supply](#)-and carbon emissions-away from larger-scale corporate control. The change for Boulder came in November when voters passed two ballot measures that allow the city to begin the process of forming its own municipal power utility.

Still Moving to the Suburbs and Exurbs, but...: The 2011 Census Estimates

The new 2011 Census Bureau county and metropolitan area population estimates indicate that [more Americans are staying put](#).

[Comments, Suggestions, Submit an Article](#)

Do you have something to share?

We welcome member input and articles for our Vanguard e-news bulletin. If you have something that you would like to get out to the entire membership, or if you have comments or suggestions, send them to CDS@assnoffices.com with subject e-news bulletin. We will do our best to accommodate your articles in a timely manner.

VANGUARD NOW ARCHIVED ONLINE

Looking for something you read about CDS?
Did something in CDS UpFront tickle your fancy?
Back issues of the Vanguard can now be found on the CDS Website.

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