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Vanguard E-News Bulletin

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The Community Development Society is your organization and you will find that the more you get involved in the organization, the more you receive from your membership in the organization.

We are particularly looking for members interested in: reviewing articles for the Journal, submitting articles to CD Practice, nominating someone for a leadership position, considering a program or person for an award, or participating on one of the committees (awards, marketing and membership, nominations and leadership, international, program, non-conference program committee, communications, finance affiliations, and grantwriting). We are also looking for great ideas and presenters for our emerging webinar series on innovation. We welcome your participation and look forward to hearing from you.

-[Mary Emery](#), CDS President

Call for Presentations

2010 Call for Presentations are Open

The 2010 CDS Annual International Conference will be co-sponsored with the International Association for Community Development (IACD) and will be at the InterContinental Hotel in New Orleans, LA, USA on July 25-28, 2010. The conference theme, "*Role in Community in Economic and Disaster Recovery*," will focus on using community to formulate innovative and successful approaches to revitalize and redevelop communities.

While approaches to recovery are a special interest, the Program Planning Committee is interested in receiving abstracts on all aspects of community and economic development. The Call for Abstracts is posted on the CDS

website (www.comm.dev.org).

The due date for submitting abstracts is October 30, 2009. Abstracts that involve collaborations between practitioners and academics are especially encouraged, but all are welcome.

The Chair of the Program Planning Committee is [Norman Walzer](#), Center for Governmental Studies, Northern Illinois University.

Spice It Up in 200-year-old French Market

Coffee baked breads, and herbs... live jazz music, alligator artwork, and voodoo dolls...

The historic French Market, located at 1008 N. Peters Street in downtown New Orleans, is America's oldest public marketplace. Founded in 1791 on the site of a Louisiana Choctaw trading post, the market has since held a key role in maintaining the Old World feel of the renowned New Orleans French Quarter district. Five blocks of vendors fill the open-air market daily, creating a flavorful "gumbo" spilling over with vibrant cultures and wares. The French Market is open 7 days a week from 9:00 a.m. to 6:00 p.m.

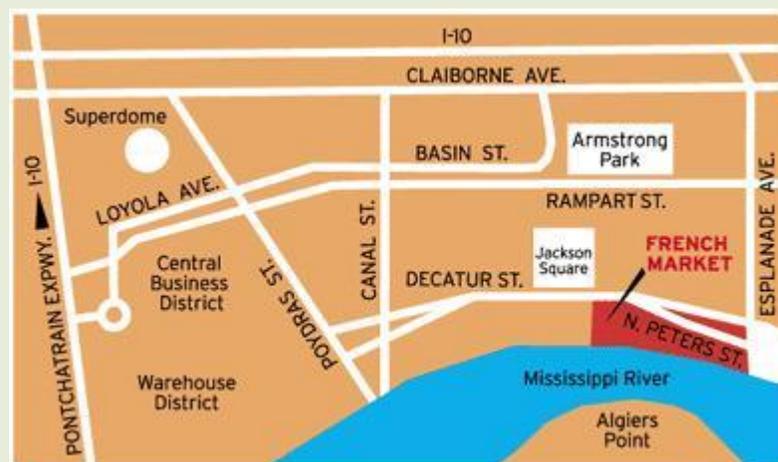
On your trip to the French Market, make sure to stop by the legendary **Café du Monde** and enjoy a café au lait and some warm beignets (French donuts covered with confectioners' sugar).

1008 N Peters St.,
New Orleans, LA
(504) 522-2621

Open Daily, 9 a.m. to 6 p.m. Admission Costs: No
Handicapped Accessible: Yes
Free Parking: No

For more information:

www.frenchmarket.org



CDS Spotlights Members

As part of the CDS membership campaign, the Membership and Marketing Committee has initiated its Member Spotlight on the CDS website. Located under JOIN, this page puts the spotlight on 10 CDS members, and their interests and areas of expertise in the community development profession.



Each month the CDS will spotlight new members, gathering the information from the [membership survey located here](#). If you have not already completed this survey, please do so, and maybe you will be the next member in the spotlight!

[Click here to view the CDS Member Spotlight](#)

News of Interest

The following highlights were submitted by CDS members. If you have something you would like to see included in a future issue, send it to [Lori Landry](#).

Macomb, IL-Rural developers who have worked with food, agriculture, and agritourism in their region to promote economic development are frequently exhorted to "brand their effort" or focus on creating a "destination region," according to a recent Rural Research Report about the Missouri Regional Cuisines Project from the Illinois Institute for Rural Affairs.

It is perhaps not surprising that this approach often comes as something of an afterthought to community groups that have banded together to keep their small towns alive, according to the report's author, Elizabeth Barham, a Research Associate with the Institute for Continental Climate Viticulture and Enology, University of Missouri.

Often, local groups form and become active in agritourism promotion, for example, with goals such as preserving local culture and heritage, keeping farmers on the land, and helping towns remain attractive enough to retain young people.

While seeking to achieve their goals, they find that whatever meager resources previously available through local, county, or state governments to support rural development are severely strained under pressure from the current economic downturn. So their focus naturally shifts to a more market-oriented outlook and potential increased local revenue from tourism. How can they get "city folk" to visit their area if they don't even know it exists, much less what there is to do there? The logical conclusion is that they need a regional brand to make their area a tourism destination.

The report discusses an alternative to regional branding called geographical indication. Europe produces scores of products whose names, or appellations, are taken from their regions of origin. American audiences are familiar with many of them, such as Champagne (France), Roquefort

cheese (also French), and Parma ham (Italy).

Americans are not usually familiar with the organizational structure behind a European geographical indication that brings together local producers, government agencies, and research universities to sustain and improve key regional products. In turn, the products bring fame and wealth to their regions. They attract tourists who consume the product in its local setting, and they create jobs in the production of the product for export out of the region to the rest of the country or to other countries.

European countries have found that successful geographical indication often make the difference toward maintaining the viability of rural areas that would otherwise be economically marginalized.

The report documents a process in Missouri that resembles a European geographical indication: the Mississippi River Hills. The story of this region's emergence-its accomplishments, and the obstacles it has faced-has helped three other Missouri regions get started through the assistance of the Missouri Regional Cuisines Project. Some of that history is shared, along with lessons learned.

You can obtain a copy of the report by contacting IIRA at the phone number below or from our website at

http://www.iira.org/pubsnew/publications/IIRA_RRR_655.pdf.

Western Illinois University is an Affirmative Action, Equal Opportunity institution. For more information about the Illinois Institute for Rural Affairs, see our web site: www.IIRA.org. If you care to comment about this column, please contact [Timothy Collins](mailto:Timothy.Collins@wiu.edu), 800-526-9943.

 Send to a Colleague

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.