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For more information, visit this website: <http://www.uwex.edu/ces/cced/>

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### Programming Areas

- **Economic Preparedness:** Educational resources and programs to help local citizens, community leaders, elected officials and economic professionals analyze local and regional economies in order to identify local assets, recognize potential economic opportunities, and anticipate economic challenges and enable them to take better advantage of economic opportunities and lessen the impact when economic hard times occur
- **Community Analysis:** Educational tools and methods to help local citizens, community leaders, elected officials, community development educators and other professionals identify critical issues and potential opportunities in their communities. These efforts focus on secondary data collection and analysis, provide participants with a broader and deeper understanding of the dynamics of their communities, and support local and regional planning efforts.
- **Entrepreneurship:** Educational resources, seminars, and workshops that focus on market analysis and enhancing competitiveness at both the community and individual business levels.

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### Audience and Partners

- My primary audience includes county-based UWEX extension educators and community and economic development professionals and practitioners in Wisconsin. The focus of my work is building capacity within the Wisconsin community and economic development network. Secondly, I provide similar educational programming to extension educators and community and economic development professionals throughout the United States. .

## Educational Resources

### Publications

- **Business Feasibility: A Guide for Ag Entrepreneurs;** A step by step guide for conducting a preliminary market and personal feasibility analysis of a business idea.  
<http://www.uwex.edu/ces/cced/entrepreneurs/ResoucesforEntrepreneurs.cfm>
- **Economic Snapshots: A Teachable Moment;** A collection of articles originally published in the Wisconsin State Journal  
<http://www.uwex.edu/ces/cced/economies/economicssnapshot/index.cfm>
- **Community Indicators;** A collection of online interactive tools developed jointly with Andy Lewis.  
<http://www.uwex.edu/ces/cced/economies/communityindicators/index.cfm>
- **Market analysis of the Lake of the Torches Casino;** An comprehensive analysis Native American casino customers and market analysis of the Lake of the Torches Casino.

### Online Tools

- **Economic Snapshots:** A weekly feature in the Wisconsin State Journal focusing on timely economic issues. Each includes step-by-step instructions to easily localize each article. Step-by-step instructions to easily localize selected Snapshpts.  
<http://www.uwex.edu/ces/cced/economicssnapshot.html>
- **ECON QUIZ:** A series of questions, answers, and step-by-step instructions for localizing each Quiz. <http://fyi.uwex.edu/econquiz/>
- **Employee Turnover Calculator:** An easy to use online tool that enables businesses and organization to estimate the cost of employee turnover. <http://www.uwex.edu/ces/cced/publicat/turn.html>
- **Community Indicators;** A collection of online interactive tools developed jointly with Andy Lewis.  
<http://www.uwex.edu/ces/cced/economies/communityindicators/index.cfm>

### Research and Outreach

- **Theory and Practice: Tools to Succeed in Today's Economy,** International Economic Development Council, Madison, WI 2010
- **Preaching Beyond the Choir: Making Data Analysis Part of the Process,** National Association of Community Development Extension Professionals, San Diego, CA, 2009
- **Business Feasibility Analysis for Extension Educators,** University of Nebraska, Lincoln, NE 2010.
- **Determining Your Market and Finding Your Customers,** 2010 Lake Superior Business and Technology Conference, Ashland, WI, 2010
- **Market Analysis for Value Added Agricultural Ventures,** Midwest Value Added Agriculture Conference, 2009, Rochester, MN

- **Community Economics: Foundations of Practice**; North Central Regional Center for Rural Development, 2008
- **Building Communities Educational Series**, 2003 to 2008, [http://www.uwex.edu/ces/cced/communities/Building\\_Community.cfm](http://www.uwex.edu/ces/cced/communities/Building_Community.cfm)
- **Understanding Retail Giants**, Ashland, Altoona, Superior, Hayward, Columbus, Baraboo, Sauk City, Baldwin, Ladysmith, St Croix Falls, Medford, Stoughton, Mauston, Black River Falls, Sparta, and Jefferson, Wisconsin, 2004 to 2010.