

***The registration fee is \$40 per program per site or \$300 for the series per site (invite as many people as you would like to participate at your site).***

***The following programs will be held on Fridays from 10:00 a.m. to 11:00 a.m. (Central Time):***

### **Community Development—The Foundation for a Better Place**

*September 14, 2007* — UW-Madison/Extension Professor Gary Green will set the stage for engaging communities and their stakeholders to maximize positive change. He'll introduce some of the basic concepts and issues in the community development field. Gary will feature the dilemmas and contradictions of participatory development and discuss the basic features of a development approach based on a community's strengths and assets.

### **Community Capacity Building—Engaging and Empowering Them All**

*October 12, 2007* — UW-Madison/Extension Associate Professor Randy Stoecker challenges us to re-think our notions of democratic community decision making. Who are the right people to engage and have involved? How do we assure that all voices are being heard? Join Randy to learn how to maximize citizen input and design strategies that will address the needs of all those in our communities.

### **Community Preparedness—Building on Assets**

*November 9, 2007* — UW-Extension Professor Andy Lewis and Associate Professor Will Andresen share their work with the Community Economic Tool Box, The Community Economic Preparedness Index and First Impressions. Using these robust tools to illustrate, this session will focus on the process used to help a community analyze its strengths and weaknesses prior to developing a plan to improve economic development opportunities in the community.

### **Understanding the Community and How It's Changing—Demographics and More**

*December 14, 2007* — While a growing number of economic and demographic information sources provide a wealth of data, community leaders and economic development professionals still struggle to access this information and understand what it means for their communities. During this session, UW-Extension Professor Bill Pinkovitz and GIS Specialist Matt Kures transform our anxiety about "data" to confidence in using "information" to inform local choices. Learn how to uncover your community's story—richly mined from available resources and illustrated with everyday tools.

### **Clusters and Regions—They Both Matter**

*January 11, 2008* — UW-Extension GIS Specialist Matt Kures and Center Fellow Terry Ludeman (invited) take on the economic development debate—should we focus on clusters or work collaboratively in regions? Terry will detail how to identify regional economic similarities as a first step to creating regional approaches. Matt will uncover the secrets of identifying industrial/business clusters to target economic development efforts. The magic happens when they show how combining clusters with regions leads to powerful information from which winning regional economic and workforce development strategies can be formed.

### **Attraction Strategies—Recruiting the Right Things**

*February 8, 2008* — UW-Superior/Extension Associate Professor Jerry Hembd and Center Fellow John Ramer, CECD, FM (invited) take us from the traditional to the nouveau of attraction. Often thought of in terms of landing that large new manufacturer or the branch plant, they'll discuss how today's global marketplace has not just changed the rules, but altered the game. Join in as they discuss how the changing economy demands new forms of infrastructure and community assets in order to be attractive to today's workers, who themselves are key to sustainable business and economic growth.

### **Supporting Existing Businesses—The Case for Downtown Business Development**

*March 14, 2008* — UW-Extension Community Business Development Specialist Bill Ryan and JD Milburn of the Wisconsin Main Street Program have developed tools

and resources to help support existing local businesses and create vibrant business districts. This program features an understanding of the changing marketplace and how communities can identify opportunities that are both realistic and sensible for their downtowns. They'll share tools and strategies for retaining and growing businesses that can be employed downtown and across the community.

### **Entrepreneurship—It's Good for Business, Government and the Civic Sector**

*April 11, 2008* — UW-Extension Professor Greg Wise addresses entrepreneurship as a community development solution to enhancing our communities' quality of life. How important is entrepreneurship to our communities and what are the essential ingredients of successful entrepreneurship development efforts? Best practice case studies will be shared and the national *eXtension* Entrepreneurship project will be highlighted as we answer those and other important questions.

### **Sustainable Development—Is It Going Mainstream?**

*May 9, 2008* — UW-Superior/Extension Associate Professor Jerry Hembd explores the emerging topic of "sustainable development." What challenges and lessons does it offer to those of us working to enhance our communities? What does it suggest in terms of new ways of doing business? Join in as Jerry shares his research on the sustainable development movement and how we might employ key elements in our community development efforts.

### **The Art and Science of Putting It All Together**

*June 13, 2008* — UW-Extension Emeritus Professor Alan Anderson reflects on over three decades of working with communities to address critical community development issues. He'll help us understand how and when to support a community's need to have an early success or take a step back to put a plan in place. Al offers a "real-world tempered" perspective on how to guide a community in making local, sustainable development choices.

Register at:  
[www.uwex.edu/ces/cced/building\\_community.cfm](http://www.uwex.edu/ces/cced/building_community.cfm)

## 2007-08 Building Communities Series

Late in the 1980's University of Wisconsin-Extension Community Development Specialists Glenn Pulver and Ron Shaffer inaugurated their outreach program, Community Economic Analysis, or CEA. They aimed to help communities understand their economies, learn about strategies that they might employ to grow their economies, and then put that learning into action. Many communities have benefited from this process—they gained insight into their unique assets and were able to build on them and they were able to broaden their understanding of the ways that local economies grow and were able to set plans in place that got results.

We feel that the CEA program is so fundamental to community and economic development success that we've reprised it. Updated a bit to reflect contemporary community development issues, this educational series could be a refresher course for those of us who have been practicing and educating using the CEA approach for some time. For those newer to community and economic development, join us to learn about the key ingredients that successful initiatives are employing and learn how to make them work for your community.

### Who Should Attend:

Extension educators along with local elected and appointed officials working with communities on economic development and quality of life issues, including local business leaders and economic development professionals.

### Conference Sessions:

This ten-session webconference will use WisLine Web Conference technology (an audio-visual delivery mode utilizing a web browser and telephone line powered by Microsoft Office® Live Meeting).

### To Contact Us:

Center for Community & Economic Development  
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### REGISTER AT:

[www.uwex.edu/ces/cced/building\\_community.cfm](http://www.uwex.edu/ces/cced/building_community.cfm)

### OR BY SUBMITTING:

Name:

Organization:

Address:

Phone:

Email:

Credit card (  VISA  MC )

Number

Exp. Date

Register for programs (\$40 per program, or \$300 for all 10)

- Community Development-The Foundation for a Better Place, 9/14/07
- Community Capacity Building-Engaging & Empowering Them All, 10/12/07
- Community Preparedness-Building on Assets, 11/9/07
- Understanding the Community & How It's Changing—Demographics and More, 12/14/07
- Clusters and Regions-They Both Matter, 1/11/08
- Attraction Strategies-Recruiting the Right Things, 2/8/08
- Supporting Existing Businesses-The Case for Downtown Business Development, 3/14/08
- Entrepreneurship-It's Good for Business, Government and the Civic Sector, 4/11/08
- Sustainable Development-Is It Going Mainstream?, 5/9/08
- The Art and Science of Putting It All Together, 6/13/08

Send registration info to:

**Andrea Rush, 610 Langdon Street, Room 336, Madison, WI 53703-1104 or**

**E-mail information to:**

**[andrea.rush@uwex.edu](mailto:andrea.rush@uwex.edu) or**

**Fax information to:**

**608-263-4999**



## Webinar Educational Series

**Fridays,  
September 14, 2007  
thru May 9, 2008  
10:00 a.m.—11:00a.m.  
(Central Time)**

## Building Communities



## Community & Economic Development

**Center for Community and Economic Development  
University of Wisconsin-Extension**