The Western Rural Development Center is one of four regional centers competitively funded by the United States Department of Agriculture (USDA) National Institute of Food and Agriculture (NIFA) to strengthen the capacity of local citizens to guide the future of their rural communities. Each Center links the research and Extension capacity of regional land-grant universities with local decision-makers to address a wide range of rural development issues.

The Western Rural Development Center is hosted by Utah State University and receives support from Utah State University's Cooperative Extension and the Utah Agricultural Experiment Station.

Any opinions, findings, conclusions or recommendations expressed in this publication are those of the authors and do not necessarily reflect the views of the U.S. Department of Agriculture or other funders.

The Western Rural Development Center does not discriminate on the basis of race, color, religion, national origin, sex, age, disability or veteran status.
The Western Rural Development Center completed another busy and productive year in 2012. We are excited about the workshops and conferences we sponsored during the year, and plans are underway for future workshops and conferences on issues of significance. It was a pleasure to work with my colleagues from the other Regional Rural Development Centers to obtain funding to launch NARDeP (National Agricultural and Rural Development Policy Center). Through this project a number of high quality, policy relevant products have been planned and are in the process of being completed. Additionally, two well-received issues of *Rural Connections* were published, a strong foundation has been developed for future efforts with the ASAP team (Area Sector Analysis Program), and the Rural Broadband team.

As always, the efforts of many individuals made it possible for us to complete this work. Most significantly, I am indebted to the talented and capable Western Rural Development Center staff (Betsy Newman and Trish Kingsford) who continued to do excellent work in a very timely fashion despite inadequate resources. I also wish to express appreciation to the members of the Western Rural Development Center Board of Directors for their help and direction. The same goes for partners throughout the West, our colleagues in the other Regional Rural Development Centers, and at NIFA (National Institute of Food and Agriculture). It is an honor to work with talented people who are committed to improving conditions for the residents of rural America.

Another exciting event for us happened in March 2012 – the Western Rural Development Center offices were moved from our little house on the edge of campus to the newly completed Agricultural Sciences Building. We very much enjoy being close to colleagues and it certainly helps us develop partnerships and working relationships. In addition, the new building is fabulous and the views from our windows are spectacular.

The uncertainty of federal budgets continues to beleaguer our efforts. As a consequence, we have experienced staff reductions and spend considerable time meeting with policy makers who have budget authority. We also work hard to obtain grants to cover our budget shortfalls. It is our hope that in coming years we are able to stabilize resources so we can focus more completely on the important work we are doing.

Here’s to our continued success,

Don E. Albrect
Director
Western Rural Development Center
Mission
The Western Rural Development Center collaborates with western land-grant universities and public and private sector partners to promote excellence in research, education, and extension for the prosperity of western rural communities.

Goals
The Western Rural Development Center works as a regional catalyst to strengthen rural communities by sharing scientific discovery and application of sustainable practices with researchers, extension educators, and community development practitioners via conferences, trainings, workshops, and publications. The overarching goal is to help rural communities prosper, thrive economically, and become self-sustaining.

The Rural West
The rural West is at an economic, demographic, and ecologic crossroads. Many of the traditional sources of employment for rural residents, such as agriculture and the natural resource extraction industries of forestry and mining have been declining for several decades. In addition, the steady decline of manufacturing makes it increasingly unlikely that communities will be able to attract industry to offset declining resource-based employment. The skills developed by rural workers for employment in the resource-based and manufacturing industries do not translate easily into 21st century jobs. Yet at the same time, there are numerous opportunities for rural communities that simply did not exist in years past.

In order to more effectively address these issues and the emerging concerns facing the residents of the rural West, the Western Rural Development Center (WRDC) focuses its efforts on three priority areas:

1. Enhance Human Capacity through People-Based Development
2. Create Vibrant Rural Economies through Place-Based Development
3. Promote New Job Creation through Sustainable Natural Resource Development
The Western Rural Development Center along with its three sister centers – the Northeast Regional Center for Rural Development, the North Central Regional Center for Rural Development, and the Southern Rural Development Center – received NIFA/AFRI funding to form the National Agricultural and Rural Development Policy Center.

Known as NARDeP, the policy center serves to develop and deliver timely policy-relevant information on areas identified by its Advisory Board.


Coming in 2013, NARDeP will be publishing policy briefs and white papers, and thanks to the support of the Farm Foundation will be featured at their popular National Press Club Forums in Washington, D.C. Also coming in 2013 will be the NARDeP website which will include its publication library and details on the Policy Center and its activities.
Our Energy Future: The Socioeconomic Implications of Renewable Energy

The Western Rural Development Center in conjunction with the Western Extension Research Activity 1005 hosted a one-day conference in Salt Lake City, Utah, titled, “Our Energy Future: The Socioeconomic Implications of Renewable Energy,” to better understand the socioeconomic concerns associated with renewable energy development for rural areas of the West.

Keynote Address
U.S. Department of Energy's LeAnn Oliver gave the keynote address. Ms. Oliver is the senior advisor for clean energy and rural development with Energy Efficiency and Renewable at the Department. She discussed the energy future of Rural America.

Presentations
The Sociology of Greenhouse Gas Emissions: A Brief Overview
Andrew K. Jorgenson

Renewable Energy: Implications for Rural Development and Rural Policy in the Intermountain West
Peter G. Robertson and Richard Krannich

Wind Development as 'Sustainable Entrepreneurship' Video Screening – Wind Uprising
Edwin Stafford and Cathy Hartman

Woody Biomass Industry in Utah: The Story of the Utah Biomass Resources Group
Darren McAvoy

In the Good Times and the Bad: Shale Gas Development and Local Employment
Jeremy G. Weber

Energy in a Global Era
Don E. Albrecht

Video Screening – An Unquiet Landscape: The West’s New Energy Frontier
John McChesney

The June 2013 issue of the Western Rural Development Center's magazine Rural Connections is a collection of the papers presented at the conference including an introduction by LeAnn Oliver and an article by Utah Governor and WGA Chair Gary Herbert.

To read this issue, visit the website: http://wrdc.usu.edu/files/publications/
Small Business Resources Workshop

The Western Rural Development Center, at the request of the Western Extension Directors Association, coordinated the Small Business Resources Workshop. Held in November, the workshop was developed to help build the capacity of the western region’s Cooperative Extension agents and specialists. The workshop was designed specifically for Extension specialists and agents to provide them with ready-to-use tools to provide basic assistance to their clients seeking information on small businesses.

Keynote Address
John C. Allen, dean of the College of Humanities and Social Sciences at Utah State University and former director of the Western Rural Development Center, delivered the keynote address, “Creating Entrepreneur-Friendly Communities.”

Attendees participated in a group activity centered on identifying the qualities of entrepreneur-friendly communities and also heard nine case studies highlighting current programs in states throughout the western region.

Planning Committee
Marion Bentley, Utah State University
Lorie Higgins, University of Idaho
J. Michael Patrick, New Mexico State University

Presentations
Procurement Outreach in Nevada
Buddy Borden & Tom Akers
Utah Business Outreach Practices
Mark Holmes
Marketing for SUCCESS at the Farmers’ Market
Laura Bittner & John Garlisch
Cultivating Cultural Industries for a Vibrant Regional Economy
Lorie Higgins
Teaching Entrepreneurship to Young People
J. Michael Patrick
Business Model Tools
Alan Christensen
WRDC Area Sector Analysis Process Tools
Barbara Andreozzi & Buddy Borden
Tools to Assist Food Entrepreneurs
Karin Allen

Percentage of workshop participants surveyed said they have utilized workshop information in their existing programs or activities.

Percentage of workshop participants surveyed that have developed new programs or activities as an outcome of the workshop.
The Western Rural Development Center’s Area Sector Analysis Process (formerly known as the Community-Business Matching Model) team was busy taking their on-the-ground work and developing training materials in preparation for the 2013 ASAP Training.

The Area Sector Analysis Process was designed by Extension Specialists and Agents for Extension to use in collaboration with community leaders in targeted, sustainable economic development and has already been successfully applied to several communities across the region in Arizona, Nevada, and Montana.

ASAP assists communities in targeted, sustainable economic development by identifying:

1. Community goals and priorities for economic development
2. Community assets that will help achieve the community’s goals and priorities
3. Industry needs and factors important for locating their operations in a community
4. Businesses that are consistent with the community’s goals and priorities

ASAP Team
Don Albrecht
Western Rural Development Center

Barbara Andreozzi
Montana State University Cooperative Extension

Buddy Borden
University of Nevada Cooperative Extension

Linda Cox
University of Hawaii Cooperative Extension

Thomas Harris
University of Nevada-Reno

Malieka Landis
University of Nevada-Reno
The Western Rural Development continues its involvement with Extension professionals throughout the country in developing broadband education and training programs. These training programs are intended to provide rural and other underserved individuals with the skills needed to utilize broadband to its full potential.

**National Extension Curriculum Collaborators**
- Monica Babine
  Washington State University Extension
- Bo Beaulieu
  Southern Rural Development Center
- Charlie French
  University of New Hampshire Cooperative Extension
- Roberto Gallardo
  Mississippi State University Extension Service
- Brent Hales
  University of Minnesota Extension Service
- Connie Hancock
  University of Nebraska Extension
- Andy Lewis
  University of Wisconsin Extension
- Brian Whitacre
  Oklahoma State University

The Center collaborated with Freedom Photonics, a California firm who has developed a technology to increase broadband use in rural areas, and submitted a grant proposal to the USDA's Small Business Innovation Research program. The proposal, “Optical Communication Transceivers for Affordable Broadband Development in Rural Communities,” was awarded funding and work will begin in 2013.

The Center’s director continues to partner with Tara Thue and the Utah Governors Broadband Project serving in an advisory capacity and contributing to their publications.
The Western Rural Development Center’s staff collaborates with its partners throughout the region and nation and represented the Center on regional and national teams including:

- Editorial Board, Rural West Initiative, Stanford University
- Peer Reviewer for Choices, the Journal of Rural Social Sciences, Social Forces and Sociological Spectrum
- Quarterly briefings with Senate Agricultural Legislative Assistants
- Team, Enhancing Rural Capacity, Community of Practice, eXtension
- Participant & Member, Rural Wealth Creation and Livelihoods, National Community of Practice, Ford Foundation and Economic Research Service
- Delegate, Extension Disaster Education Network (EDEN)
- Member, EDEN Social Media Team

The Center's Director also collaborated on published articles including:

- Harris, Thomas R., Linda J. Cox, George W. Borden, Barbara Andreozzi, Mimako Kobayashi, Eric Glenn, and Don E. Albrecht.
The Western Rural Development Center receives its core funding from the USDA's National Institute for Food and Agriculture (NIFA) and leveraged these funds in 2012 to secure additional funding from these sources:

- Utah State University Cooperative Extension
- Utah Agricultural Experiment Station
- NIFA-AFRI – National Agricultural and Rural Development Policy Center

The chart shows the fund leveraging in 2012:

- USDA-NIFA: 80%
- UT AES: 2%
- USU Extension: 6%
- NIFA-AFRI (NARDeP): 12%
Loosely defined, a Board of Directors is “a body of elected or appointed members who jointly oversee the activities of a company or organization.” We at the Western Rural Development Center define our Board of Directors as “compassionate experts who give generously of their time to effect positive change for the Rural West.” If it were not for this dedicated group of individuals, the Center would not be nearly as effective or successful in its efforts. Our Board members serve two-three year terms and we thank them for their support.

Noelle Cockett (Chair)
Utah State University Extension
Dina Chacon-Reitzel
New Mexico Beef Council
Dave Conine
USDA-RD, Utah
Brent Elrod
USDA-NIFA (Ex-Officio)
José L. García-Pabon
Washington State University Extension
Charles W. Gay
Utah State University Extension
H. Michael Harrington
Western Association of Agricultural Experiment Station Directors
Sheldon R. Jones
Farm Foundation
Mike Kahn
Washington State University
Benita Litson
Diné College
Steven Loring
New Mexico State University
Edgar Ruiz
Council of State Governments-WEST
Carrie Sue Schumacher
Fort Peck Community College
Peter Stenberg
Economic Research Service, USDA (Ex-Officio)
Louis E. Swanson
Colorado State University
Glen Whipple
University of Wyoming
The Western Rural Development Center, established by the Rural Development Act of 1972 “to provide for improving the economy and living conditions in rural America,” works closely with the land-grant colleges and universities throughout its region to promote excellence in research, education, and Extension, and build Extension’s capacity in the West.

1862
American Samoa Community College
Colorado State University
Montana State University
New Mexico State University
Northern Marianas College
Oregon State University
University of Alaska
University of Arizona
University of California
University of Guam
University of Hawaii
University of Idaho
University of Nevada
University of Wyoming
Utah State University
Washington State University

1994
Blackfoot Community College, MT
Chief Dull Knife College, MT
Dine College, AZ
Fort Belknap College, MT
Fort Peck Community College, MT
Institute of American Indian Arts, NM
Little Big Horn College, MT
Navajo Technical College, NM
Northwest Indian College, WA
Salish Kootenai College, MT
Southwestern Indian Polytechnic Institute, NM
Stone Child College, MT
Tohono O’Odham Community College, AZ
The four USDA-funded Regional Rural Development Centers include the Western Rural Development Center and the:

Northeast Regional Center for Rural Development
The Pennsylvania State University
Stephan J. Goetz, Director

North Central Regional Center for Rural Development
Michigan State University
Scott Loveridge, Director

Southern Rural Development Center
Mississippi State University
*Lionel J. Beaulieu, Director

*Effective 2013 this position is vacant. Dr. Beaulieu left the SRDC to assume leadership of a center at Purdue University.

Learn more about the Regional Rural Development Centers at: rrdc.info