From the Director
Working for Rural Prosperity

This has been another extremely busy and productive year at the Western Rural Development Center. We continue to strive to work with our partners to address the issues and concerns that confront individuals and communities in the rural West.

During 2009, we conducted a rural development roundtable in each of the 13 western states. Our goal was to prioritize the most pressing issues and concerns so that we could develop a strategic plan to address these issues. The consistency of the outcomes from these roundtables was surprising. Whether I was in Maui, Hawaii; Cheyenne, Wyoming; Anchorage, Alaska; or Albuquerque, New Mexico the issues and concerns that emerged from the roundtable discussions was basically the same. The three major issues that will we will seek to address over the next several years are:

1. Enhancing human capacity through people-based rural development.
2. Creating vibrant rural communities through place-based rural development.
3. Promoting sustainable natural resource development.

One of our initial efforts to address these issues was the organization of a research committee, "Addressing the Rural Development Concerns of the Rural West," also known as WERA 1005. The committee met in Las Vegas in April and we developed plans to write a multi-state and multi-disciplinary research project to seek funding to find answers to vital rural problems. Later, in October 2010, the WRDC organized and conducted a gathering of extension community development specialists to compare community development programs used in the western states, examine gaps and seek means of working cooperatively to provide western rural communities with relevant programs. In the months and years to come, we will continue to collaborate with our land-grant partners to address these critical issues and concerns.

Another project that we are extremely excited about is Stronger Economies Together (SET). A cooperative agreement has been reached between USDA Rural Development and the four Regional Rural Development Centers to develop a curriculum and provide data and training to select regional teams. The pilot project is being delivered to two regions in eight states, including two western states (Arizona and New Mexico). Additional funding has been secured to take this project to additional regions in the coming year.

During 2010 we published two issues of Rural Connections. Our spring issue dealt with critical water issues confronting the west and the fall issue was focused on wellness and healthy living. Beginning in October 2010, the WRDC will begin to publish a monthly e-magazine called Rural Connections Monthly and we continue to engage with you via Facebook, Twitter and YouTube. Please join us there.

I wish to express my sincere appreciation to a talented and dedicated staff that I have the pleasure of working with each day. Their dedication, hard work and insights are invaluable. I greatly appreciate the guidance and help of our Board of Directors. We look forward to the coming year.

Wishing you success,

Don E. Albrecht
Director
THE WRDC COLLABORATES WITH ITS PUBLIC AND PRIVATE SECTOR PARTNERS TO PROMOTE EXCELLENCE IN RESEARCH, EDUCATION AND EXTENSION FOR THE PROSPERITY OF WESTERN RURAL COMMUNITIES.

REGIONAL FOCUS - NATIONAL IMPACT

Contents
3 Conferences
4 Regional Data
5 Research
7 Regional Economic Development
9 Director's Activities
11 Funding
12 Board of Directors
13 Western Colleges and LGUs
14 Partners
15 Bonus Section! Regional Data
Western Rural Summit

The 2010 Western Rural Summit brought together national and regional USDA leaders, state agency leaders, and non-profit and business leaders from throughout the western U.S. for two days of strategic planning around four crucial directions for the rural West:
1. Local and Regional Food Systems
2. Energy
3. Broadband
4. Economic Development

The summit was designed to share best regional and place-based practices and build strategic partnerships among state Rural Development offices and rural leadership organizations throughout the region.

Partners for Rural America, the national association of State Rural Development Councils, was contracted by the USDA Rural Development to convene four regional strategic action planning sessions to unite regional and place-based efforts to advance community and economic development. One summit was held in each region of the country, and in the West, the WRDC assisted with the planning, and provided the website and online registration.

Urban Farming Conference

The WRDC joined with its long-time partner the Southwest Marketing Network to coordinate its first-ever Urban Farming Conference.

Held in West Valley City, Utah, in November 2009 the conference was geared toward the Wasatch Front’s growing number of urban farmers and those interested in producing, processing, distributing, buying or supporting local foods.

The Southwest Marketing Network and their affiliates conceived the conference after discussions about urban farming with Salt Lake County Commissioner Jim Bradley who wrote a successful proposal in support of using county owned land for urban farming rather than letting it lie fallow, to the benefit of no one. Commissioner Bradley and the SWMN agreed that a one-day conference to support area urban farmers and ranchers would be an excellent event to organize, and the WRDC was invited to assist with its planning.

Navajo Rural Development Roundtable

The WRDC was invited to host a Navajo Rural Development Roundtable in T’Saile, Arizona in June 2010. The activity provided the participants with an opportunity to discuss what they value about their rural areas and to outline priorities for strengthening their communities which included:
1. Management of land and natural resources.
2. Education, leadership and workforce development
3. Economic, infrastructural (electricity, roads, internet, water, etc.) and entrepreneurial development

The needs of the Navajo directly correlate to those discussed by rural citizens throughout the region at the WRDC's Rural Development Roundtables, and indicate opportunities for researchers, educators and service providers to develop and deliver training to address the needs identified.
The Changing West

The first step in advancing an effective rural development program is to carefully assess baseline conditions. Rural development is the process by which the lives of individuals and families living in rural areas are improved.

Effective rural development necessarily involves several components that include: 1) good jobs that provide individuals and families the opportunity to earn and maintain a livable income; 2) a chance to complete an education and have lifelong opportunities to learn and improve one’s circumstances; 3) and the opportunity to live a reasonably long and healthy life. Communities that effectively meet these conditions are likely to retain existing residents and attract new residents and thus experience population growth.

Additionally, effective rural development means that opportunities to obtain high-quality employment, complete an education, and live a long and healthy life must be available to all residents of the community, rather than only to certain segments of the population.

The first step in advancing an effective rural development program is to carefully assess baseline conditions.

In response, the Western Rural Development Center (WRDC) is providing population and land data on the Western U.S. The WRDC has compiled this information for the 13 states and 435 counties comprising its region of focus. Compiled using data from U.S. Census of Population for 1980, 1990, 2000, and, where available, 2006 Census data.

The county data and the 18 publications highlighting each state and providing regional overviews are available for viewing and download on the WRDC website. Plus you can download the MS Excel data to create your own charts and graphs!

Regional Data

For more regional data check out the Bonus Section on pages 15-18!
Consortium for Renewable Energy in the West

The Consortium for Renewable Energy in the West (CREW) was created by the Directors of Extension and Agricultural Experiment Stations at the Land Grant Universities in the states/territories of the Western Region.

Member states/territories will identify and collaborate on projects including research, Extension, education, policy development, and other ventures; and will partner with government agencies and non-governmental organizations to identify and jointly act upon opportunities that meet the goals outlined in CREW’s charter.

CREW Goals:

1. To ensure that our member states/territories move toward greater energy independence.

2. To expand the production and use of renewable and alternative energy and the adoption of practices that result in increased energy efficiency and decreased energy use.

3. To increase the discovery and production of bioenergy, biofuels and bioproducts to advance the bioeconomies in the West.

CREW Members

<table>
<thead>
<tr>
<th>CREW Members</th>
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<tbody>
<tr>
<td>Don Albrecht</td>
<td>Lyla Houglum</td>
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<tr>
<td>WRDC</td>
<td>WEDA</td>
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<tr>
<td>Barbara Allen-Diaz</td>
<td>Mike Kahn</td>
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<tr>
<td>University of California, Berkeley</td>
<td>Washington State University</td>
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<td>Jan Auyong</td>
<td>Ed Martin</td>
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<td>Oregon State University</td>
<td>University of Arizona</td>
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<tr>
<td>Richard Beard</td>
<td>Jon Van Gerpen</td>
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<tr>
<td>Utah State University</td>
<td>University of Idaho</td>
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<tr>
<td>Mike Harrington</td>
<td>WAAESD</td>
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Research
Addressing the Rural Development Concerns of the Rural West

The WRDC received approval to launch a new Western Extension Research Activity (WERA) and form a committee, "Addressing the Rural Development Concerns of the Rural West."

The Committee’s first meeting was held in April 2010 at which time the committee reviewed the Center’s strategic plan, “The Rural West in the 21st Century: A Plan for Action.”

The committee formed research/project teams to address each of the WRDC’s three priority areas:

1. Enhance Human Capacity through People-Based Rural Development
2. Create Vibrant Rural Economies through Place-Based Rural Development
3. Promote Sustainable Natural Resource Development

WERA Committee Members

<table>
<thead>
<tr>
<th>Member</th>
<th>University/Extension</th>
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<tbody>
<tr>
<td>Don E. Albrecht</td>
<td>WRDC</td>
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<tr>
<td>Marion Bentley</td>
<td>Utah State University</td>
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<tr>
<td>Buddy Borden</td>
<td>University of Nevada-Reno</td>
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<td>Yong Chen</td>
<td>Oregon State University</td>
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<tr>
<td>Roger Coupal</td>
<td>University of Wyoming</td>
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<tr>
<td>Wes Curtis</td>
<td>Southern Utah University</td>
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<tr>
<td>Thomas Harris</td>
<td>University of Nevada-Reno</td>
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<tr>
<td>Rang Narayanan</td>
<td>University of Nevada-Reno</td>
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<tr>
<td>Abelardo Rodriguez</td>
<td>University of Idaho</td>
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<tr>
<td>Anil Rupasingha</td>
<td>New Mexico Cooperative Extension</td>
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<tr>
<td>Loretta Singletary</td>
<td>Nevada Cooperative Extension</td>
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<tr>
<td>Steve Smutko</td>
<td>University of Wyoming</td>
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Regional Economic Development

Stronger Economies Together: Strategies for Building New Economic Opportunities

The WRDC, in collaboration with the other Regional Rural Development Centers, was awarded funding by the USDA Rural Development to develop a national community and economic development curriculum based on regional development. The intention is for the curriculum, “Stronger Economies Together: Strategies for Building New Economic Opportunities” to be used by USDA RD, Extension and communities.

Who Gets to Participate?
In this first round of training, the USDA RD identified regions within the West where they wanted to test pilot the training.

In the West, trainings will be delivered in Arizona and New Mexico.

The curriculum includes these sections:
- Collaborative Regional Economic Development
- Leading the Strategic Planning Effort
- Building Blocks of a Strong Region
- Defining Regional Goals, Priorities, and Strategies: A Step by Step Approach
- How to Evaluate Progress

Western SET Team

<table>
<thead>
<tr>
<th>Arizona:</th>
<th>University of Arizona Cooperative Extension</th>
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<tbody>
<tr>
<td>Don Albrecht</td>
<td>WRDC</td>
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<tr>
<td>Jim Goodwin</td>
<td>WRDC</td>
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<tr>
<td>Mark Apel</td>
<td>University of Arizona Cooperative Extension</td>
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<tr>
<td>Dianna Jennings</td>
<td>USDA-RD, Arizona</td>
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<tr>
<td>Eddie Browning</td>
<td>Arizona Rural Development Council</td>
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<tr>
<td>Joe Waters</td>
<td>RCAC</td>
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<tr>
<td>David Castillo</td>
<td>Native Home Capital</td>
</tr>
<tr>
<td>Anil Rupasingha</td>
<td>New Mexico State University Cooperative Extension</td>
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<tr>
<td>Michael Patrick</td>
<td>New Mexico State University Cooperative Extension</td>
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The training will be led by these educators and policymakers:

Arizona:
- Mark Apel
- David Castillo
- Jim Goodwin
- Don Albrecht

New Mexico:
- Terry Brunner
- Joe Waters
- Anil Rupasingha
- Michael Patrick

Regional Economic Development
National e-Commerce Extension Initiative

The economic foundation of rural America has experienced dramatic changes over the past two decades, making it increasingly important for rural businesses to implement e-commerce strategies to strengthen their economic health and stability, improve their market share and catapult the efficiency of their products and services.

In response, the Southern Rural Development Center, a sister-center of the WRDC, initiated the National e-Commerce Extension Initiative.

To date, the Initiative has these valuable resources available:
- The Learning Center
- eNews
- Mini-Grants
- Webinar Series
- Educational Resources Grants
- E-Commerce Tutorials
- Library of Resources
- Case Studies

You may view these materials here: srdc.msstate.edu/ecommerce/learningcenter/

Now the National e-Commerce Extension Initiative is in the process of building a strong team of Extension educators in each region of the U.S. to develop regional plans of action regarding how best to advance the Initiative’s e-Commerce educational materials.

Regional Economic Development

Western e-Commerce Team

<table>
<thead>
<tr>
<th>Name</th>
<th>Institution</th>
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<tbody>
<tr>
<td>Monica Babine</td>
<td>Washington State University Cooperative Extension</td>
</tr>
<tr>
<td>Jim Goodwin</td>
<td>WRDC</td>
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<tr>
<td>Abelardo Rodriguez</td>
<td>University of Idaho Cooperative Extension</td>
</tr>
<tr>
<td>Joel Schumacher</td>
<td>Montana State University Cooperative Extension</td>
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Since many of you have met Don in person, you know he stays busy traveling throughout the country informing and educating the region and nation on rural issues and innovative programming to address the needs of rural people. Listed here are some highlights of his activities this past year.

**Publications**


**Presentations**

“Emerging Issues in the Rural West” WEDA Meeting Jackson, Wyoming (October)

“Community Demographics” Presentation for the Foundations of Practice Webinar.

“Partnering with the WRDC” PRA 2010 Western Rural Summit Las Vegas, Nevada (April)

“Outreach Issues in the Rural West” WEDA/WRPLC Meeting Sacramento, California (April)

“Research Issues in the Rural West” WAAESD/SAAESD Meeting Virginia Beach, Virginia (March)

“Priority Issues in the Rural West” Diversified Agriculture Conference Vernal, Utah (February)

“Priority Issues in the Rural West” Wyoming Rural Development Council Casper, Wyoming (October)

“Priority Issues in the Rural West” Rural Policy Coalition Zion National Park, Utah (October)
71.6 million
Number of people living in the 13 Western states in the year 2009. These 13 states are:
- Alaska
- Arizona
- California
- Colorado
- Hawaii
- Idaho
- Montana
- Nevada
- New Mexico
- Oregon
- Utah
- Washington
- Wyoming

Director’s Activities

“The WRDC and the Changing Rural West”
Bear River Areas Council of Government
Board Meeting
Brigham City, Utah (March)

The WRDC and the Changing Rural West”
Western SARE Board Meeting
Salt Lake City, Utah (March)

“Priority Issues in the Rural West”
Advisory Board Meeting of the Department
of Agricultural Economics and Rural Sociology, University of Idaho
Moscow, Idaho (October)

“The Rural West in a Global World”
National Association of Counties –
Western Interstate Region
Pendleton, Oregon (May)

“The Rural West in a Global Economy”
Montana Association of Community Development and Extension Professionals
Bozeman, Montana (May)

“The WRDC and the Changing Rural West”
WEDA Meeting
Thanksgiving Point, Utah (April)
Funding

Core Funding
The WRDC receives its core funding from the USDA’s National Institute for Food and Agriculture (NIFA) with additional contributions during the 2009-10 Fiscal Year coming from Utah State University’s Cooperative Extension and the Utah Agricultural Experiment Station.

Extramural Funding
Additionally, the Center applied for and received extramural funding for several projects. These include:

1. Farm Foundation
   for Rural Roundtables
2. Farm Foundation
   for CREW Meeting
3. DHS/FEMA
   for Regional Catastrophic Preparedness
4. USDA RD
   for Stronger Economies Together
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 WRDC 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 WRDC would not be nearly as effective or successful in its efforts.

Our Board members serve two-three year terms and we thank them again for their support.

Cooperative Extension (1862) Reps
Dan M. Dooley
University of California
Noelle Cockett (Chair)
Utah State University
Linda K. Fox
Washington State University
Charles W. Gay
Utah State University Extension
Agricultural Experiment Station (1862) Reps
Michael H. Harrington
Western Association of Agriculture Experiment Station Directors
Carol Lewis
University of Alaska-Fairbanks
Rangesan Narayanan
University of Nevada-Reno
Land Grant (1994) Rep
Benita Litson
Dine College
LGU Faculty
Thomas R. Harris
University of Nevada-Reno
Stanley M. Johnson
University of Nevada-Reno
Louis E. Swanson
Colorado State University
Partners
Kent Briggs
Council of State Governments-WEST

Mike Burke
Oregon State University
Elisabeth Cohen
Utah Governor's Office
Dave Conine
USDA-RD, Utah
Glenda Humiston
USDA-RD, California
Sheldon R. Jones
Farm Foundation
USDA-NIFA Rep
Sally Maggard
NIFA, USDA
USDA-ERS Rep
Peter Stenberg
Economic Research Service, USDA
Western Land-Grant Colleges and Universities

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.

We are grateful to them for joining with the WRDC to provide practical tools and solutions that create and sustain our region’s rural communities.

1862
- American Samoa Community College
- Colorado State University
- Montana State University
- New Mexico State University
- Northern Marianas College
- 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
Agencies, NGOs, and Enterprises

In addition to our land-grant partners, the WRDC has actively engaged in partnership-building activities with those institutions, agencies, NGOs and private sector enterprises that are committed to furthering the livelihood of rural communities. This is a sampling of partners the Center collaborated with during the year.

Association of Extension Administrators
Association of Public and Land-Grant Universities
Association of Research Directors
Bureau of Land Management
Council of State Governments-WEST
Department of Homeland Defense
Economic Development Administration
Economic Research Service, USDA
Farm to Table
Farm Foundation
Federal Emergency Management Agency
Governor’s Office of Economic Development, Utah
Montana Association of Community Development Extension Professionals
National Association of Community Development Extension Professionals
National Center for Appropriate Technology
North Central Research and Extension Center
North Central Regional Center for Rural Development
Northeast Regional Center for Rural Development
Pacific Northwest Research Station; Juneau Forestry Sciences Lab
Rural Community Assistance Corporation
Rural Sociological Society
Salt Lake County, Utah
State Rural Development Councils
Sustainable Agriculture Research Education (SARE)
Southern Rural Development Center
Southwest Marketing Network
USDA Rural Development
U.S. Forest Service
Utah Department of Rural Economic Development
West Valley City, Utah
Western Extension Directors Association
Western Agricultural Experiment Station Directors Association
Western Governors’ Association
Trends in the Western U.S.
Population Changes in the West

The western states included in this population information are: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, and Wyoming.

Figure 1. Total Population in Western U.S. from 1980-2009 (millions)

Figure 2. Percent Population Change in Western U.S. from 2000-2009

Figure 3. Percent Population Change in Western U.S. from 2006-2009

**Figure 4. Hispanic Population in Western U.S. from 1980-2009 (millions)**


**Figure 5. Percent of Population by Race/Ethnicity in Western U.S. from 1980-2009**

The WRDC is hosted by Utah State University and receives substantial support from Utah State University's Cooperative Extension and the Utah Agricultural Experiment Station.

The Western Rural Development Center (WRDC) is one of four regional centers 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.

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. The WRDC does not discriminate on the basis of race, color, religion, national origin, sex, age, disability or veteran status.