

AgriLIFE EXTENSION
Texas A&M System



**Community Resources
& Economic Development**

Program Catalog 2010—2011



Department of Agricultural Economics

The Texas AgriLife Extension Service Community Resources and Economic Development (CRED) mission is

The development of individual abilities and community support for creating and growing businesses, jobs, wealth and income.

The programs in this catalog aim to equip Texans to develop capacity for building sustainable communities. This publication overviews some of the significant CRED programs which are available as workshops, events, short courses and in other formats. These programs teach valuable information that will benefit and assist individuals, communities, businesses, towns, elected officials, volunteers and others in reaching their goals.

For more information or to schedule a program that is listed in the catalog, contact the individual whose name appears with the program description, or any of the CRED core faculty.

Information specifically for County Extension Agents can be found on page 34.

Educational programs of Texas AgriLife Extension Service are open to all people without regard to race, color, sex, disability, religion, age or national origin.

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CRED Specialist Faculty and Leadership

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JACavanagh@ag.tamu.edu

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Rebekka Dudensing, Assistant Professor and Extension Economist,
Community Economic Development, College Station

RMDudensing@ag.tamu.edu

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PGibbs@ag.tamu.edu

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Development Specialist; Recreation, Park and Tourism Sciences,
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jjacob@tamu.edu

Toby Lepley, Associate Professor and Extension 4-H and Youth
Development Specialist, College Station

t-lepley@tamu.edu

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Education, Tarleton State University, Extension Specialist, Economic
Development, Stephenville

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Lori Osborn, Extension Program Specialist I; Department of
Recreation, Park, and Tourism Sciences; College Station

lgosborn@ag.tamu.edu

CRED Specialist Faculty and Leadership

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Business Retention and Expansion Visitation Program

Description: A healthy local economy and an improved business climate are the goals of the Business Retention and Expansion (BR&E) Visitation program. The program establishes an economic development plan for the local community. The process creates a broad-based community coalition to sustain long-term economic development efforts.

In the long-term, the BR&E Visitation program can make local businesses more competitive by evaluating and addressing their broader needs and concerns. Businesses that stay competitive are more likely to remain in the community and possibly expand.

Studies show forty to eighty percent of all new jobs are created by existing firms rather than by attracting new businesses to communities. Furthermore, business attraction efforts are less likely to be successful if existing businesses are not happy with the local business climate.

Target Audience: One or more communities, or a county

Length: 2-3 years to complete (part is planning and part is the implementation of the plan)

Cost: A low-cost option, compared with many economic development programs

Participants: Limited to one or two BR&E Visitation programs in 2009-2010

Scheduling: Via mutual agreement

Point of Contact:

Ashley Lovell (BR&E Visitation Project Coordinator)
Extension Specialist - Economic Development & Professor
Texas AgriLife Extension Service & Tarleton State University

E-mail: lovell@tarleton.edu

Phone: 254-968-1984

Fax 254-968-9199

Web: <http://stephenville.tamu.edu/~alovell>



Texas Friendly Hospitality Program — Customer Service Workshops

Description: Developed with involvement from a statewide tourism industry task force, the Texas Friendly Hospitality Program relies on trained instructors to offer customer service training workshops for managers and employees, community organizations, and a variety of other groups. The primary goal of the workshop is to teach participants how to manage and enhance the delivery of quality service, as well as identify the gap between how well a business thinks it is doing and how well it is actually performing. This comprehensive training focuses on the CIVIL framework: C = Culture, I = Internal and external service, V = Value, I = Ideal commitments, L = Listen. Other topics emphasized include business etiquette, phone courtesy, working with difficult people, handling complaints, cultural awareness, and communication.

Target Audience: Front line staff in service industries, CVBs, chambers, city & county government, and other community departments and businesses

Length: 2 to 4 hour sessions depending on topics covered

Cost: Workshop fees are set by each instructor. Typical expenses include reimbursement for time and mileage, and, if needed, meals and overnight accommodation. Workshops that are underwritten or sponsored may be offered free to participants. Workshop fees range from \$0-\$25 per participant, depending on the community and the cost.

Participants: Varies

Scheduling: Customer service training workshops are held upon request and are taught by certified instructors. Lists of qualified customer service instructors are available from the Extension Program Specialist.

Point of Contact:

Lori Osborn, Extension Program Specialist I

E-mail: TexasFriendly@ag.tamu.edu

Phone: 979-845-0869

Fax: 979-845-0446

Web: <http://texasfriendly.tamu.edu>



Texas Friendly Hospitality Program—Instructor Training

Description: Texas Friendly Hospitality Program focuses on creating an environment consisting of people that foster the best possible customer service skills. We provide training workshops for those who are interested in being able to pass along the most up to date customer service skills to those around them in their jobs and communities. We are here to show leaders how to empower their employees, retain loyal customers, provide an edge for your business or community, and to improve both external and internal customer service. Through this program you will be given the knowledge and framework to host your own customer service workshops with the opportunity to teach others how to provide continuous and improved customer satisfaction. In turn, these workshops will help to provide repeat business, customer loyalty, and positive and empowered employees.

Target Audience: Everyone benefits from great internal and external customer service. This program is ideal for Texas AgriLife Extension Agents, City & County Government employees, Chambers of Commerce, Convention and Visitors Bureau, Community Leaders, Main Street Directors, City Parks Department Personnel, and anyone who wants to be able to identify their customers' wants and needs, and to provide them with consistent, personalized, and amazing service.

Length: Typically, this is a two-part workshop consisting of two 4-hour sessions conducted over the course of two days. An "Update" workshop is offered as part of the training for current instructors seeking updated training materials and a review.

Cost: \$200 per participant - This fee covers the cost of training and all resource materials. This cost does NOT include travel, lodging, or meals. For active instructors attending only the first day session the cost is \$100 per participant for recurrent training and new materials.

Participants: Limited to 12 new trainers

Scheduling: Contact Lori Osborn, Extension Program Specialist I

Point of Contact:

Lori Osborn, Extension Program Specialist I

E-mail: TexasFriendly@ag.tamu.edu

Phone: 979-845-0869

Fax: 979-845-0446

Web: <http://texasfriendly.tamu.edu>



Bringing People Together: Stakeholder Input Process

Description: Input processes give leaders and groups the opportunity to include stakeholders and participants in idea-generating, problem solving, or identifying needs, concerns and values. Results often include consensus building among and engagement and empowerment of participants.

Reliable input process methods are adapted to meet the goals for each leader or group. Includes a preliminary meeting to determine goals, process adaptation and design, implementation, data or process analysis, and production of a final report.

Target Audience: Civic leaders, departments, commissions and boards, Extension agents, and Community and non-profit groups. Special programs can be designed for youth.

Length: Structure based on input process goals

Cost: Facilitators travel, facility costs, and additional costs based on input process requirements

Participants: Determined by process goals

Scheduling: Contact Program Specialist

Point of Contact:
Jamie Rae Walker, Ph.D.
Extension Specialist, Urban Parks
E-mail: JRWalker@ag.tamu.edu
Phone: 979-862-8819
Fax: 979-845-0871



EVALUATING ECONOMIC OPPORTUNITIES

Description: This workshop helps communities target economic development initiatives based on community strengths. Possible topics include development strategies for today's economy, evolving industries and opportunities, meeting community goals and challenges, data use, and government preparedness for growth scenarios. Participants will understand the interpretation and application of economic development tools.

Target Audience: Community leaders, resource providers, interested individuals

Length: 4-8 hours, depending on audience and depth of coverage desired

Cost: Facility costs, possible additional data costs

Number of Participants: Minimum 8

Scheduling: As requested

Point of Contact:

Rebekka Dudensing

Assistant Professor and Extension Economist,
Community Economic Development

Email: rmdudensing@ag.tamu.edu

Phone: 979-845-1719

Web: <http://agecoext.tamu.edu/about-us/people/rebekka-dudensing.html>



Preparing for the Future: A Community- Based Planning Process

Description: A community-based planning process that gives community leaders and the broad based citizenry the skills they need to build, strengthen, and/or sustain their local social and economic structures. Will (a) enhance communication across various sectors of communities; (b) assist communities in analyzing their strengths and weaknesses; and (c) assist communities in choosing the most appropriate avenues for community resource and economic development.

Target Audience: Community leaders

Length: Structured based on community needs

Cost: Instructor travel, facility rental, other costs, based on structure of course for specific community

Participants: Minimum–5; maximum–25

Scheduling: As requested

Point of Contact:

Greg S. Taylor

Professor and Extension Specialist,
Community and Economic Development

E-mail: g-taylor4@tamu.edu

Phone: 979-845-7046

Fax: 979-847-9378



Rebuilding Communities From the Inside Out

Description: Workshop addresses coordination of physical, economic, and social aspects of development for communities. Specific direction, coordination and projects are established through involving the community in design and development.

Target Audience: Small and mid-sized Texas communities

Length: 8-16 hours over 1-2 days

Cost: \$1,000 per community

Participants: Determined by community

Scheduling: As requested

Point of Contact:

John Jacob

Associate Professor,

Coastal Community Development Specialist

E-mail: jjacob@tamu.edu

Phone: 281-218-0565

Fax: 281-218-6352



Using Secondary Data for Recreation, Park, and Tourism Planning

Description: Learning more about participation trends and visitor characteristics for recreation, park and tourism planning can help managers target their marketing strategies. This workshop will explore several types of secondary data that are available online from a host of state, federal and non-profit sources, from the U.S. Census to the National Park Service. These resources can be used to obtain baseline information e.g., demographics, outdoor recreation participation, travel behavior, and recreation/tourism site visitation patterns nationally, in Texas, and in your county. Detailed information will be provided on how these sources of data can be accessed, interpreted, and used most effectively in any planning efforts.

Target Audience: Businesses, community leaders or individuals

Length: 2-3 hours, depending on level of detail

Cost: \$25.00 per person, plus cost of facility, instructor travel, etc.

Participants: Minimum 5; maximum 30

Scheduling: As requested

Point of Contact:

Michael A. Schuett

Associate Professor,

Recreation Park and Tourism Sciences

Director, Center for Socioeconomic Research and Education

E-mail: mschuett@tamu.edu

Phone: 979-845-0872

Fax: 979-845-0446



Cooperative Business Essentials

Description: Workshop introduces the principles and operation of a cooperative business and discusses its common challenges to success.

Target Audience: Groups interested in establishing a cooperative venture and/or community personnel who support them.

Length: Three to six hours depending on coverage desired

Cost: Determined by costs to be covered

Number of Participants: Minimum 10

Scheduling: By request

Point of Contact:

Dr. John Park

Roy B. Davis Professor of Agricultural Cooperation

Texas AgriLife Extension

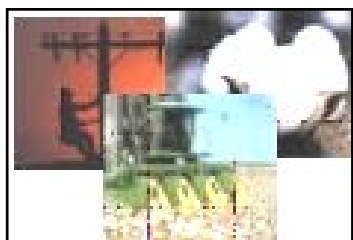
2124 TAMU

College Station, TX 77843-2124

Phone: 979-845-1751

E-mail: jlpark@tamu.edu

Web: <http://cooperatives.tamu.edu>



Strategic Planning for Cooperative Businesses

Description: Intense planning exercise to help businesses establish a strategy and plan for sustainable growth.

Target Audience: Essential strategic decision-makers for individual businesses, partnerships, corporations, and cooperatives. It is suggested to involve accountants, bankers, and other advisors as appropriate.

Length: 18 hours over two days (suggested, but adaptable)

Cost: \$800 fee + expenses determined by costs of travel and meeting location (determined by client).

Number of Participants: Individual client business

Scheduling: By request

Point of Contact:

Dr. John Park

Roy B. Davis Professor of Agricultural Cooperation

Texas AgriLife Extension

2124 TAMU

College Station, TX 77843-2124

Phone: 979-845-1751

E-mail: jlpark@tamu.edu

Web: <http://cooperatives.tamu.edu>



Ready Business: A Guide to Preparing A Business Disaster Plan

Description: Workshop material produced in cooperation between the U.S. Department of Homeland Security and the Extension Disaster Education Network (EDEN). This course will help small and medium size businesses survive potential disasters in order to maintain output and employment. Participants will learn about the importance of a disaster plan, share ideas, and develop the beginning of a business disaster plan specific to the firm.

Target Audience: Business owners interested in better preparing for the unexpected.

Length: 3 hrs

Cost: Depends on out of pocket costs for facilities and refreshments, etc

Participants: Minimum of 15 members of targeted audience

Scheduling: Suitable for delivery by any knowledgeable individual (volunteers, County Extension Agents). Includes all instructional materials and guidance. Additional information is available through point of contact below.

Point of Contact:

Greg S. Taylor

Professor and Extension Specialist,
Community and Economic Development

E-mail: g-taylor4@tamu.edu

Phone: 979-845-7046

Fax: 979-847-9378

Web: <http://www.ready.gov/business/index.html>



Communities in Economic Transition

Description: Series of workshops designed for communities to work together and with support from resource providers to capture the creativity, innovation, and energy in residents to initiate community and economic development projects based on identified local issues. An initial conference provides general sessions and workshops on specific topics such as entrepreneurship, business retention and expansion, community resources and workforce development, and diversified and value-added agriculture with a major focus on job and wealth creation. All communities will depart with an action plan prepared by each respective community team. Subsequent workshops conducted annually will include community reports on accomplishments, resource needs, future plans, and other appropriate topics. Communities will benefit from a unique network with the many benefits of creating regional partnerships.

Target Audience: Residents of rural communities with an interest in initiating or enhancing community and economic development in their region.

Length: Initial workshop will be two-day format...annual workshops will be one day events

Cost: Determined by costs to be covered

Number of Participants: At least 10 participants from at least five unique communities

Scheduling: As requested

Additional Brochure can be found at:

http://agecoext.tamu.edu/fileadmin/CREDEconomic_Development/CET_trifold.pdf

Point of Contact:

Greg S. Taylor
Professor and Extension Specialist,
Community and Economic Development
E-mail: g-taylor4@tamu.edu
Phone: 979-845-7046
Fax: 979-847-9378



Developing Entrepreneur Ready Communities: Program Orientation

Description: This program provides an overview for communities that are interested in employing entrepreneurship as an economic development strategy. Participants will leave with curriculum, tools, resources and a support network that will help them to meet the criteria for their community to be certified as an Entrepreneur Ready Community by the Texas Center for Rural Entrepreneurship. Participants will learn about a number of other intensive economic and business development programs available to support their community economic development efforts.

Target Audience: All residents interested in economic development in communities.

Length: Approximately six hours; depends on coverage desired

Cost: Determined by costs to be covered

Number of Participants: Minimum 15

Scheduling: Upon request

Point of Contact:

Greg Clary

Professor and Extension Economist

Chairman, Texas Center for Rural Entrepreneurship

E-mail: gclary@ag.tamu.edu

Phone: 903-714-0232 cell

Web: <http://www.tcre.org>



Business Training Workshop

Description: This workshop is to assist those who are starting or operating a small business. Workshop topics may include one or more of the following, depending upon the interests and needs of the participants: Time Management, Writing a Business Plan, Choosing a Business Structure, Tracking Cash Flow, Establishing and Equipping the Office, Choosing and Using an Accounting System, State and Federal Tax Reporting, Tax Planning and Reporting and Financial Analysis, as well as Cashing Materials.

Target Audience: Adults and youth who are starting or operating a business or agribusiness company.

Length: 2–8 hours depending on number of topics

Cost: Depends on out of pocket costs for facilities, speakers, meals/refreshments, handouts

Participants: To be determined

Scheduling: As requested

Point of Contact:

Ashley Lovell

Extension Specialist - Economic Development & Professor

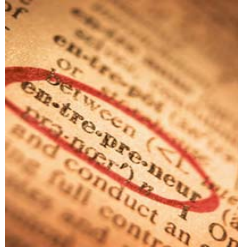
Texas AgriLife Extension Service & Tarleton State University

Email: lovell@tarleton.edu

Phone: 254-968-1984

Fax 254-968-9199

Web: <http://stephenville.tamu.edu/~alovell>



Developing Diversified and Value-Added Agribusinesses

Description: At the conclusion of this workshop participants will be familiar with the entrepreneur development process and will be able to take their individual business ideas through the planning process, which includes idea evaluation, feasibility analysis, development of business models, identifying value propositions and competitive advantages, startup and liability issues, capitalizing new ventures, and many other issues. Main focus is on developing diversification strategies for existing businesses and on developing value-added enterprises as new enterprises or within the context of existing businesses.

Target Audience: Agribusiness owners interested in diversifying or adding value-added enterprises to their existing ventures and others interested in developing new unique value-added agribusinesses.

Length: Approximately six hours; depends on coverage desired

Cost: Determined by costs to be covered

Scheduling: As requested

Point of Contact:

Greg Clary

Professor and Extension Economist

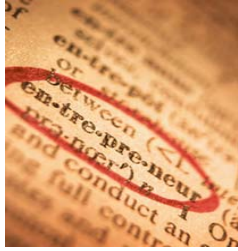
Chairman, Texas Center for Rural Entrepreneurship

E-mail: gclary@ag.tamu.edu

Phone: 903-714-0232 cell

Web: <http://www.tcre.org>

<http://ruralbusiness.tamu.edu>



Developing Emerging Entrepreneurial Businesses

Description: At the conclusion of this workshop participants will be able to identify business ideas and transform them into sustainable business models; develop value propositions and competitive advantages; deal with other startup and liability issues; analyze business feasibility; develop capitalization strategies for new ventures; and many others.

Target Audience: Owners and managers with new or recently created businesses.

Length: Approximately six hours; depends on coverage desired

Cost: Determined by actual expenses

Scheduling: Upon request

Point of Contact:

Greg Clary

Professor and Extension Economist

Chairman, Texas Center for Rural Entrepreneurship

E-mail: gclary@ag.tamu.edu

Phone: 903-714-0232 cell

Web: <http://www.tcre.org>

<http://ruralbusiness.tamu.edu>



Facing the Challenges of Growing a Business

Description: At the conclusion of this workshop participants will be able to identify challenges to business growth, develop business plans to include growth strategies, develop strategies for capitalizing growth, prepare and analyze cash flows and other financial statements, and develop contingency plans and harvest/exit strategies. Participants will use actual business situations as well as their own businesses to develop their skills and confidence to better prepare them manage change and growth in their personal business ventures.

Target Audience: Owners and managers facing the challenges of growing their businesses.

Length: Approximately six hours; depends on coverage desired

Cost: Determined by actual expenses

Number of Participants: Minimum 10 participants

Scheduling: Upon request

Point of Contact:

Greg Clary

Professor and Extension Economist

Chairman, Texas Center for Rural Entrepreneurship

E-mail: gclary@ag.tamu.edu

Phone: 903-714-0232 cell

Web: <http://www.tcre.org>

<http://ruralbusiness.tamu.edu>



Generating Income with Rural Property and Natural Resources

Description: At the conclusion of this workshop participants will be familiar with the entrepreneur development process and will be able to take their individual business ideas through the planning process, which includes idea evaluation, feasibility analysis, development of business models, identifying value propositions and competitive advantages, startup and liability issues, capitalizing new ventures, and many other issues. Business types which are characterized vary from traditional agriculture to “new age” rural businesses relying on real estate and natural resources as key inputs.

Target Audience: Rural landowners looking for opportunities to use their real estate, natural resources and appeal to unique market segments to generate income.

Length: Approximately six hours; depends on coverage desired

Cost: Determined by costs to be covered

Number of Participants: Minimum 15

Scheduling: As requested

Point of Contact:

Greg Clary

Professor and Extension Economist

Chairman, Texas Center for Rural Entrepreneurship

E-mail: gclary@ag.tamu.edu

Phone: 903-714-0232 cell

Web: <http://www.tcre.org>

<http://ruralbusiness.tamu.edu>



Increasing Profits and Managing Risks in Rural Ag Businesses

Description: While focusing on developing profitable agribusiness and managing risks, the workshop is team-taught by **Greg Clary, John Park and Ashley Lovell** and designed to:

- Improve understanding of business planning
- Provide one-on-one consultations/technical assistance in financial, legal, human and personal risk management and business plans
- Identify ways to diversify local economy and increase employment
- Help rural Texans develop new businesses and grow existing ones

Target Audience: New/existing farmers and ranchers and others interested in learning more about Increasing Profits and Managing Risks in Rural Ag Businesses.

Length: 4-7 hours, depending on topics & interests.

Cost: Depends on out of pocket costs for facilities, speakers, meals/ refreshments, handouts

Scheduling: As requested

Point of Contact:

Ashley Lovell

Extension Specialist - Economic Development & Professor

Texas AgriLife Extension Service & Tarleton State University

E-mail: lovell@tarleton.edu

Phone: 254-968-1984 Fax 254-968-9199

Web: <http://stephenville.tamu.edu/~alovell>



Building Connections: Community Leadership

Description: The overall objectives of this curriculum are to help participants determine their individual leadership traits, understand group leadership styles and theories, develop strategies for effectively leading organizations, recognize leadership opportunities in their communities, and apply these tools in leadership positions. The Building Connections curriculum is composed of fourteen core educational lessons on community leadership. Each lesson includes objectives, background information, an interest approach, a step by step guide through the lesson, an application section, and a reference section. Each lesson has a built in power point presentation and an abstract of the subject matter.

Target Audience: Individuals interested in learning leadership skills

Length: 10—15 hours (depending on the exercises that are included)

Cost: \$50/person for curriculum plus other costs depending on facilities, etc.

Participants: To be determined

Scheduling: As requested

Point of Contact:

Greg S. Taylor

Professor and Extension Specialist,
Community and Economic Development

E-mail: g-taylor4@tamu.edu

Phone: 979-845-7046

Fax: 979-847-9378



Commissioners Court Leadership Academy

Description: The Commissioners Court Leadership Academy is designed to enhance the leadership skills of county judges and county commissioners. By focusing on communication skills, team building, and the interrelationship between all levels of government, the program helps commissioners court members fulfill their potential as community leaders.

Target Audience: County Judges and County Commissioners

Length: Four multi-day sessions

Cost: \$2,600 tuition

Participants: Minimum of 10

Scheduling: April of odd numbered years through August of even numbered years

Point of Contact:

Rick Avery

Director, V. G. Young Institute of County Government

Texas AgriLife Extension Service

E-mail: r-avery@tamu.edu

Phone: 979-845-4572

Fax: 979-862-1516

Web: <http://vgyi.tamu.edu/commissionerscourt.cfm>



Developing Critical Thinking Leaders: Program Orientation

Description: This one-day program covers curriculum, other resources, technical assistance and institutional support needed for participants to develop local programs which focus on developing critical thinking leaders in community and corporate settings. Materials include guides for program development and facilitation by community volunteers. Strategies for partnering with community colleges are also included.

All participants receive a resource CD which includes curriculum that is supported by the Texas Rural Leadership Program (<http://www.trlp.org/>). The approximately 35 lessons cover such topics as: communications, barriers to critical thinking, facilitation, team building, strategic and action planning, conflict resolution, time and meeting management, and many more.

Target Audience: Anyone interested in implementing a local leadership development program in their community

Length: Approximately six hours; full local leadership development programs usually consist of 10-12 gatherings in addition to an initial class retreat.

Cost: Total for the local programs is determined by the local executive committee based on local costs, but must include a one-time annual fee of \$500 per class (to TRLP) for program orientation, for administration and for statewide program support.

Participants: Recommended class size is 15–25 (curriculum includes suggested class composition and selection process)

Scheduling: Determined by local executive committee

Point of Contact:

Greg Clary
Professor and Extension Economist
Chairman, Texas Center for Rural Entrepreneurship
E-mail: gclary@ag.tamu.edu
Phone: 903-714-0232 cell
Web: <http://www.trlp.org>



Texas Event Leadership Program

Description: The Texas Event Leadership Program, TELP, offers instructional modules developed by an advisory panel covering a wide array of topics such as (but not limited to) volunteers, sponsorship, emergency management, fundraisers, community relations, vendors, and marketing. A TELP certificate of completion can be earned and applied towards professional certification through supporting organizations. Participants are not required to work towards a certificate to participate in TELP sessions.

Length:

- Regional One Day Workshop (comprised of 4 modules)
- Conferences (typically 6-8 modules, networking & educational sessions)
- TELP certificate of completion is self-paced and requires 25 core modules and 3 electives; 50 volunteer service points; and submission and approval of a written business plan.

Cost:

- Regional Workshop: Depends on host support, travel & lodging
- TELP Annual Conference: registration fee varies + travel and lodging
- TELP Certificate Enrollment: \$50.00 one-time fee (only required for those pursuing the TELP certificate of completion)

Participants: Varies

Scheduling:

- Regional Workshop by request – organized by local host with assistance from TELP staff (Host application form is posted on our website. A limited number of workshops are available per region.)
- TELP Annual Workshop – Spring in College Station, TX
- Other opportunities to attend TELP module sessions are available through supporting organizations.

Point of Contact:

Lori Osborn, Extension Program Specialist I

E-mail: telp@ag.tamu.edu

Phone: 979-845-0869

Fax: 979-845-0446

Web: <http://telp.tamu.edu>



Beyond the Basics: Nature Tourism & Wildlife Enterprise Development

Description: The goal of this program is to help individuals start or expand a rural tourism business; literally the “how tos” for creating or expanding a nature, historic, cultural, or agricultural based tourism business. This includes enhancing and/or expanding a hunting operation. Each participant will finish a written operations plan, including a marketing plan, a financial projection and related development ideas. The first half day includes a tour of an example operation.

Target Audience: Anyone interested in starting or further developing an existing Nature Tourism business, including hunting, agriculture tours, on-site sales & other operations that bring the customer to the site. The course is useful for agents and others assisting with business planning.

Length: 1 to 1 1/2 days

Cost: \$75 per person and up, depending upon site circumstances and materials

Participants: Minimum–6; maximum-16

Scheduling: As requested

Point of Contact:

Miles Phillips

Extension Specialist,

Nature Tourism

Email: mdphillips@ag.tamu.edu

Phone: 979-845-1023

Fax: 979-845-0871

Web: <http://naturetourism.tamu.edu>



Interpretive Guide Training

Description: Tourism trends data show the public wants more authentic experiences and wants to understand the place they are visiting. Communicating the story of your site or community and its wildlife, its people & history are vital to your tourism product. This training provides structure and techniques to create both planned presentations, in-person or written & mobile in-person tours. It also helps you train new employees. National Certification is available from the National Association for Interpretation.

Target Audience: Those people presenting to the public, i.e. professional guides, new employees, tour operators, agents, general staff and crew, front line employees not conducting programs but interacting with the public.

Length: 3 hrs to 32 hrs

Cost: Depends on length of program. Free to \$355 per person. For example, 3-6 hour = Free, Certified courses are 16 hours for Non-Guide Staff or 32 hours for those wanting Certified Interpretive Guide status such as those conducting public programs.

Participants: Up to 20 for 3-6 hrs; minimum–8 and maximum-15 for other courses

Scheduling: As requested

Point of Contact:

Miles Phillips

Extension Specialist,

Nature Tourism

Email: mdphillips@ag.tamu.edu

Phone: 979-845-1023

Fax: 979-845-0871

Web: <http://naturetourism.tamu.edu>



Nature Tourism

Example Programs

Description:

- **Web Site Development & Marketing for Nature Tourism: Hunting, Fishing, Agritours, & Adventure, Enterprises and Communities promoting these activities**
A 1-3 hour program that reviews best practices and practical tips for effective web sites and online marketing, reservations and sales.
- **Community Development through Nature Tourism**
A 1-3 hour program that presents examples of successful community programs and events, reviews sources of assistance and resources and can facilitate clarification of development plans.
- **Wildlife Photography Enterprise: Opportunities and Challenges**
A 1-3 hour program that reviews the experiences of existing operations, community involvement, state and national trends, existing cash prize contests on private land, photo blind designs and facilities, and marketing.

Cost: None

Participants: Minimum—6; maximum—16

Scheduling: As requested

Point of Contact:

Miles Phillips

Extension Specialist,

Nature Tourism

Email: mdphillips@ag.tamu.edu

Phone: 979-845-1023

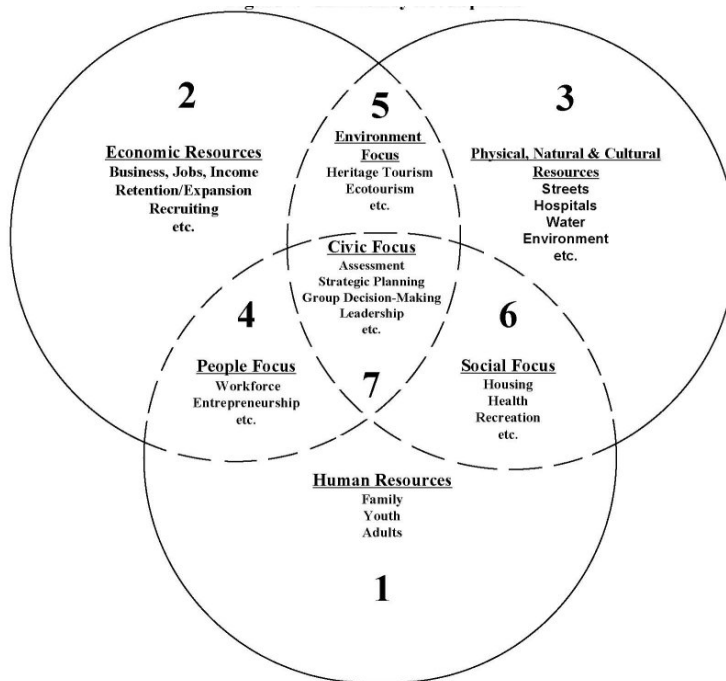
Fax: 979-845-0871

Web: <http://naturetourism.tamu.edu>

CRED Schematic & Information for Extension Agents

Community Resources and Economic Development (CRED) is an interdisciplinary programming approach which supports positive change for communities, businesses, individuals and families. The schematic below illustrates the interdisciplinary nature of CRED. The programs represented in this catalog fall primarily within these areas and are related to Texas Community Futures Forum issues and pages 33-41 of the AgriLife Extension Agency Strategic Plan. Refer to *What is Community Development*, a fact sheet with further information on this schematic.

This catalog can be used as a reference by County Extension Agents in both rural and urban counties. These programs represent some of the resources for clientele available for scheduling and delivery. Several of the programs are complete packages that may include program plans and evaluations and are deliverable by any knowledgeable individual. Others require specific specialist expertise. Assistance and training are available.



ONLINE PUBLICATIONS

Building Better Rural Places– Directory of Federal Programs

<http://www.attra.org/guide/resource.pdf>

The Community Activeness/Consciousness Matrix: A Tool for Community Development L-5453

<http://agecoext.tamu.edu/fileadmin/CRED/CommunityMatrix.pdf>

What is Community Development? D-1449

http://agecoext.tamu.edu/fileadmin/CRED/What_is_CD.pdf

Past issues of Entrepreneurship eNews

<http://archive.constantcontact.com/fs060/1101792596384/archive/1102551551871.html>

Nature Tourism: A Guidebook for Evaluating Enterprise Opportunities B-6147 Retail: \$30

http://agrillifebookstore.org/publications_details.cfm?whichpublication=1851

Nature Tourism Financial Plan

<http://agfacts.tamu.edu/~mphilips/>

Planning Steps To Consider When Developing A Multi-purpose Building

<http://stephenville.tamu.edu/~alovell/mutibldg/review.html>

Texas AgriLife Extension Service Agency Strategic Plan

<http://texasextension.tamu.edu/strategyimpact/strategicplan/index.php>

Final Report of **“The Texas Entrepreneurship Summit: Expanding Economic Opportunity”**

<http://agecoext.tamu.edu/fileadmin/CRED/summitrpt.pdf>

ONLINE RESOURCES

Building Connections: Community Leadership Program

<http://buildingconnections.tamu.edu/>

Center for Socioeconomic Research and Education

<http://csreweb.rpts.tamu.edu/>

Entrepreneurship & Economic Development

<http://stephenville.tamu.edu/~alovell/index.html>

National Business Incubation Association

www.nbia.org

Office of Rural Community Affairs

www.orca.state.tx.us

Office of the Governor, Economic Development

<http://www.governor.state.tx.us/ecodev>

Ready Business

<http://www.ready.gov/business/index.html>

Roy B. Davis Cooperative Management Program

<http://cooperatives.tamu.edu/>

RUPRI Center for Rural Entrepreneurship

<http://www.energizingentrepreneurs.org/>

Rural Business Central

<http://ruralbusiness.tamu.edu>

Rural Information Center

<http://www.nal.usda.gov/ric/index.html>

**Southern Rural Development Center
—Cashing in on Business Opportunities**
<http://srdc.msstate.edu/trainings/educurricula/cashing/>

Southern Rural Development Center
<http://srdc.msstate.edu>

Texas Center for Rural Entrepreneurship
<http://www.tcre.org>

Texas Department of Agriculture
www.agr.state.tx.us

Texas Economic Development Council
www.texasedc.org

Texas Event Leadership Program
<http://telp.tamu.edu>

Texas Friendly
<http://texasfriendly.tamu.edu>

Texas Nature Tourism Information Center
<http://naturetourism.tamu.edu>

Texas Rural Leadership Program
<http://www.trlp.org/>

Texas Tool Box
<http://www.texastoolbox.info/internet.htm>

Texas Workforce Commission
www.twc.state.tx.us

USDA Natural Resource Conservation Service
www.nrcs.usda.gov

Notes

Notes

*Economics
Environment
Youth
Family*

*Bringing it all together
for jobs, income,
and quality of life*

Let us help you
make the most of your
community !

<http://cred.tamu.edu/>

If you would like additional hard copies of this catalog, please contact
Emmy Williams at elwilliams@ag.tamu.edu or (979)845-8011.



*Educational programs of the Texas AgriLife Extension Service are open to all people
without regard to race, color, sex, disability, religion, age, or national origin.
The Texas A&M University System, U.S. Department of Agriculture,
and the County Commissioners Courts of Texas Cooperating
06/15/2010*