
COLORADO EXPOSITION OF LOCAL DEVELOPMENT

Colorado Mountain College, Glenwood Springs
June 27-29, 1985



COLORADO EXPOSITION OF LOCAL DEVELOPMENT

The Colorado Exposition of Local Development (CELD) brings together grass roots community projects from across Colorado to spotlight effective approaches to local development. The purpose is to share information and create teamwork among practitioners and resources in local development in order to empower and accelerate local efforts.

This is the second state-wide Exposition, the first was held in June 1984 at Adams State College in Alamosa. The Exposition in Alamosa included site



visits, displays, presentations and opportunity for direct interchange. The participants in the first Exposition found it a chance to uncover a wealth of information and contacts on programs and people who are making things work at the local level.

In an effort to spotlight particularly noteworthy projects in local self-help, awards will be presented at the Exposition. These awards are given for recognition of projects with outstanding achievement and service to their communities in their chosen field.

"A spotlight needs to be placed on the success in development so that hope in the future can be founded realistically on past experience."

EXPOSITION CO-SPONSORS

- The Office of the Governor
- The Office of the Lieutenant Governor
- The Center for Rural Development, Inc.
- Colorado Department of Agriculture
- Colorado Department of Local Affairs
- The Division of Commerce and Development
- Colorado Plains, Inc.
- Colorado Rural Council
- Colorado Small Business Council
- CSU Cooperative Extension Service
- Club 20
- King Soopers
- Piton Foundation
- Rocky Mountain Institute
- University of Colorado at Denver, Department of Planning and Community; Center for Community Development and Design
- USDA Food and Agricultural Council
- Institute of Cultural Affairs (Organizing Sponsor)



THE COLORADO EXPOSITION OF LOCAL DEVELOPMENT
 A Statewide Conference for Person-to-Person Exchange of Local Initiatives
 June 27-29, 1985 Colorado Mountain College
 Glenwood Springs, Colorado

AGENDA

<u>TIME</u>	<u>EVENT</u>	<u>LOCATION</u>
<u>THURSDAY, JUNE 27</u>		
1 - 5 P.M.	Registration and Display Set-Up	College Center
3 P.M.	SITE VISITS (Optional) Rocky Mountain Institute Windstar Glenwood Sheltered Workshop	
6:30	OPENING DINNER WELCOME (Rep. Scott McInnis) Introduction to Event	COLLEGE CENTER
7:30 - 9 P.M.	INTERCHANGE EVENT DISPLAY VIEWING	
<u>FRIDAY, JUNE 28</u>		
8:30 A.M.	BREAKFAST IS "ON YOUR OWN" ORIENTATION PRESENTATION: Hunter Lovins	COLLEGE CENTER
9:00	EXPOSITION LABORATORIES	
	<u>ECONOMIC DEVELOPMENT</u> Facilitator: K.T. Kelley, Economic Development Consultant Presenters: George Gault, Department of Local Affairs	
	<u>SOLAR ENERGY</u> Facilitator: Larry Dunn, Family Community Leadership Presenters: Amory Lovins, Rocky Mountain Institute Shane Smith, Cheyenne Community Solar Greenhouse	
	<u>AGRICULTURAL MARKETING</u> Facilitator: Jo Downey, East Central Colorado Council of Govts. Presenters: John Fishing, West Slope Agricultural Devt. Corp. Doug Kissel, Eastern Colorado Pork Producers Assoc. Paul Wisecup, West Slope Broccoli Project	
	<u>COMMUNITY REVITALIZATION</u> Facilitator: Jon Schler, Rural Community Assistance Program Presenters: Elaine Kochevar, Leadville Operation Bootstrap Randy Russell, Region 10 Planning Commission	
	<u>HUMAN SERVICES:</u> Facilitator: Louise Singleton, Colorado Ag Leadership Program Presenters: Sally Beach, Yuma Community Resource Center Laurel Lagoni, Cooperative Extension Service Josie Martinez-Littig, Highland Neighborhood Housing	

12:00

BUFFET LUNCH

CAFETERIA

FRIDAY, JUNE 28--AFTERNOON

1:00 PLENARY REPORTS
PRESENTATION: Jerry Smith, Dept. of Local Affairs

2:00 SKILLS TRAINING SESSIONS

FUND RAISING - Jo Downey
HOW TO STUDY AND SOLVE AN ISSUE - Larry Dunn
BUILDING FUTURE SCENARIOS - John Epps
FORMING A CONSENSUS TO MOBILIZE A GROUP - Kim Alire Epley

3:45 RECREATION BREAK

SITE VISITS (Optional)
Rocky Mountain Institute
Glenwood Sheltered Workshop

6:00 HORS D'OEUVRES PINON PINE GAME ROOM

6:45 BARBEQUE COLLEGE CENTER
AWARDS PRESENTATION
Harry Taylor and Jerry Smith
ENTERTAINMENT

SATURDAY, JUNE 29

8:30 Breakfast is "on your own"
PLENARY REFLECTION COLLEGE CENTER

9:15 NETWORK ROUNDTABLES
-Ag Crisis Hotline
-Stress Management
-Grant Application
-Fund Raising
-Implications of The Exposition

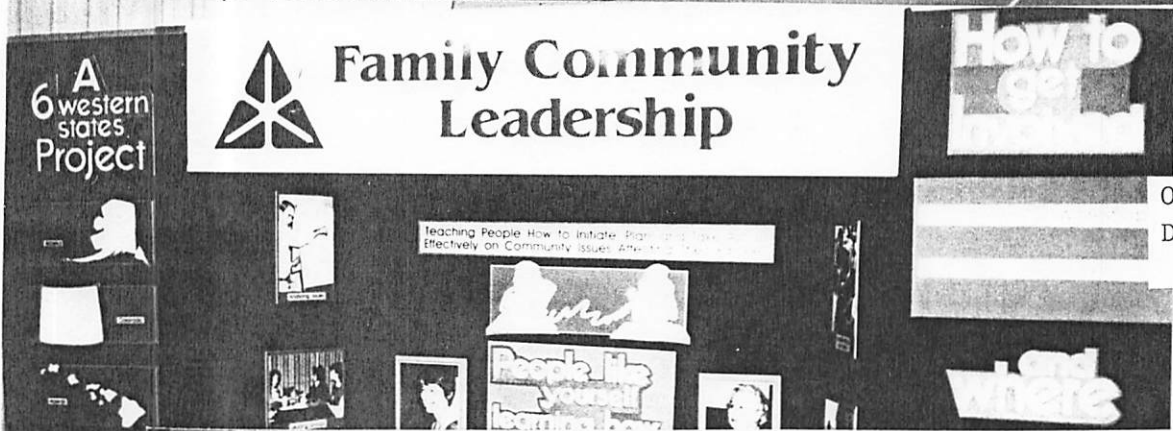
11:30 CLOSING PLENARY
Roundtable Reports
Implications and Next Steps

12:30 SITE VISITS (Optional)
Rocky Mountain Institute
Windstar
Glenwood Sheltered Workshop
Carbondale Gazebo Project

SNAPSHOTS OF THE COLORADO EXPOSITION:



OPENING SESSION
June 27



ONE OF MANY
DISPLAYS AT
CMC GYM



PROJECT DISPLAY
INTERVIEW



QUARTET SINGING
MEXICAN SONGS
AT CELEBRATION



MEXICO
AGRICULTURAL
DISPLAY

HANDS-ON LABS AND TRAINING WORKSHOPS

WINNING APPROACHES TO LOCAL DEVELOPMENT

At the Colorado Exposition of Local Development, nearly 100 participants met on Friday morning in five Laboratories on the subjects of Agricultural Marketing, Solar Energy, Economic Development, Community Revitalization and Human Services. Each Laboratory followed a three-part format:

1. Brief descriptions of every project represented in the Laboratory
2. Special presentations from invited guests
3. A workshop which summarized the KEY APPROACHES TO LOCAL DEVELOPMENT in the Lab topic

Subsequent pages in this document contain summaries of these Laboratory sessions. The workshop portion of each Lab identified the KEY elements of carrying out the particular topic of the Lab. The elements were listed on cards and are recorded in this document for public information.

The intent of these Laboratories was to acquaint participants with the variety of local projects operative in Colorado, highlight some specific outstanding projects in greater depth, and discuss the key approaches to effective development.

"No individual can be effective alone. Change requires people from various backgrounds to be thinking, acting and moving forward together."

AGRICULTURAL MARKETING

In the Agriculture Marketing Laboratory, three major emphases emerged from the presentations and ensuing discussion:

First, marketing is too extensive and time-consuming to be done effectively by individual producers. A co-ordinated marketing approach, staffed by marketers, not producers, is required to bring optimum prices.

Secondly, marketing Colorado agricultural products can take advantage of the state's positive name-recognition achieved by the tourist industry. As yet the state has not seriously participated in national agricultural marketing events, but the advantages are great for mounting a successful effort.

Thirdly, flexibility in production makes it possible to take advantage of market trends. For example, health-related research published by the American Medical Association advocates a diet heavy in fresh vegetables; California, the nation's principle supplier, is out of production during the summer months, which are Colorado's growing season. These facts, documented by market research, indicate a viable market for Colorado-grown fresh vegetables.

These points, presented from the vantage point of experience, indicate a bright future for Colorado Agriculture Marketing. Specific points made in the discussion include the following:

AGRICULTURAL MARKETING

1. People Listen And Change When They See Financial Benefit Of Cooperative Action
2. Cooperative Approaches To Marketing Is Cost-Effective
3. Use The National Trends To Advantage (i.e. AMA Supports Fresh Vegetables As Cancer Preventive Thereby Increasing Market Of Fresh Vegetables
4. Quality Control Of Produce Is Critical To Establish A Marketing Image
5. Keep Producers And Marketers In Seperate Jobs- Not Try To Do Both
6. Advertise Agri. Products Together (i.e. Meat And Vegetables And Fruit)
7. Conduct Detailed Research On Markets First And Believe The Data You Find
8. Quality And Intergrity Of Colorado Agricultural Products As A Whole Must Be Expertly Promoted On A National And International Level
9. Have As Much Of The Product Pre-contracted As Possible Prior To Planting: A Guaranteed Market
10. Action At Community Level Is More Important Than Research
11. Access Good Business Practices. Producing Is Producing. Marketing Is Marketing. Producer Must Access Both
12. The Agricultural Community Must Recognize, Accept And Implement The Need For Change
13. Add Value To Raw Product Locally And Market Value-Added Product
14. Find The Shortest Distance Between The Field And The Table
15. Tie Agriculture Into Colorado Image Established By Tourism Industry
16. Most Agriculture Marketing Is Done On Trust-Not Contract

SOLAR ENERGY

Projects represented in the Solar Energy Laboratory ranged from a group experimenting with alternative grain to a health clinic to Windstar Foundation and Rocky Mountain Institute. Participants hailed from E. Tennessee, Wyoming and Mexico City as well as Dove Creek, Old Snowmass, Alamosa and Denver. Solar energy and its application to community development proved unitive. Conclusions of this laboratory were: 1) that natural and human resources are useable assets in providing a low-cost source of energy. The technology exists to dramatically reduce the need for energy--so much so that if it were operated, now power plants would be unnecessary; 2) that solar projects such as a greenhouse are effective in involving large numbers of people in community and educational activities. Other insights were: "Bottoms-Up thinking is required"; "Everyone likes change if it doesn't change things"; "Start small and don't expand too fast"; "Big money hurts development;" and "The need is to become more effective rather than to become larger."

SOLAR ENERGY

1. People (Not Money) Make It Work
2. The Grass Roots Level Is Working
3. Share Knowledge
4. Volunteerism For The Gain Of The Whole
5. Integrate Ideas And Experiences
6. Community Cooperation & Integration Of Old And Young Alike
7. Share The Social Side Of Using Solar Energy
8. Establish A Need
9. Explore The Many Ways To Produce Agricultural Products
10. Promote Food Production In Greenhouses Using Organic Fertilization Instead Of Chemical Fert. Or Insecticides.
11. Note the Intensive Energy Savings of Rocky Mountain Institute -- Negawatt
12. Our Biggest Accomplishment? We're Still Here, We Survived!
13. Economics Of Cheyenne Greenhouse: Nothing Wasted
14. Solar Energy Is The Alternative Of The Future And It Is Within The Reach Of Anyone Who Wants It
15. Utilizing Available Resources: In Everything From Building Materials To Human Labor
16. Bioregional Approach. - Use the available human resources to one's situation. for example Shanes Smith's Community integration and the co-operative organization in Mexico.
- Using the ecological resources, i.e. local nutrient cycling as displayed in the windstar biodome.
17. Start Small Use It All

ECONOMIC DEVELOPMENT

The Economic Development Laboratory included consideration both of attracting industry into a location and of supporting small local businesses. The discussion covered the following points:

ECONOMIC DEVELOPMENT

LEADERSHIP:

1. Local Leadership Development Is Key
2. Develop Group Process Skills
3. Use The Expertise Available In Your Community
4. Convince Your Local Leadership They Have the Expertise to Do Economic Development

LONG RANGE PLANNING:

1. Know What Kind Of Business or Community You Want To Be When You Are Larger
2. Building a Community Consensus is Key
3. Citizens Have Responsibility for Future of the Community re. Quality of Life
4. Take An Asset (Resource) Inventory
5. Diversity of Development Opportunities are Already Present--Find Them

HOW TO GET THERE:

1. Offer Incentives for Outside Industries--not only money and land, but water and waste disposal services, good schools, etc.
2. Obtain Simple Marketing Assistance
3. Make Your Community Appealing & Market It
4. Conduct an Inventory Of Resources And Assets
5. Education- Teach Young People How To Apply For A Job, Start A Business
6. When Trying To Change Attitudes Use Person Within Same Special Interest Area To Present Those New Ideas In Order Not To Prejudice & Jeopardise Presentation If It Were Done By Those Presenting The New Idea
7. Go after Business Planning Assistance
8. Outside Expertise Needs To Come To Local
9. Go In With A Winning Plan To The Financer
10. Use Value-Added Approach to Products
11. Build Confidence In Self/Community

COMMUNITY REVITALIZATION

The Community Revitalization Laboratory comprised 15 veterans with in-depth experience in successful community development. They shared their learnings and stories about the heartaches, long hours, and fun that is inherent in this activity. Two major conclusions were reached: "that people committed to a common purpose can accomplish anything," and "not only individuals must be willing to risk their time, money and energy--the community as a whole must risk its future together." Other conclusions were:

COMMUNITY REVITALIZATION

1. Commitment And Cooperation. Find It, Use It, Sustain It, Expand It, Promote It
2. Develop Community Needs And Commitment Over Time
3. Be Willing To take Risks As A Community (And As A Proponent)
4. Look For Opportunity In Conflict, Crisis, And Problems
5. Allow Failure And Learn From It
6. Identify Community Resources
7. Identify And Deal With Outside Influences
8. Community Inventory Is A Necessity
9. Outside Community Assessment Is Crucial
10. Obtain Outside Perception/Assessment
11. Train All Community People So Everyone Is Informed About Community
12. Start At Home Before You Expand
13. Keep Your Sense Of Humor. It Ain't Worth Doing If You Ain't Having Fun
14. Approach Development As A Celebration

HUMAN SERVICES

The interchange was lively in the Human Services Laboratory as the 18 participants shared their experiences from a wide variety of programs. There were those who worked in Senior Citizens Programs, Health Care, Family Services, Housing, and Education programs. Three special presentations catalyzed a lively discussion of common learnings. One of the major conclusions of the group was that one's style and willingness to be open are important, and that everyone has something valuable to offer in the development process. The story from Springfield about how cingammon rolls played an important part in the success of the senior housing project in Bacca County reminded people that humor and a basic understanding of human nature are our best tools. Other insights were:

HUMAN SERVICES

1. Start At the Grassroots Level
2. Exhibit a Willingness To Listen
3. Use Flexibility and Creativity
4. Demonstrate a Positive Attitude
5. Evaluate Needs
6. Meet A Genuine Need (Necesidad Sentida Para La Mayoridad)
7. Define Need And Issue
8. Establish Goals And Objectives
9. Build Awareness
10. Generate the Ability To Motivate Others
11. Understand That You Can Deliver What Agencies Can't
12. Infect Others With Your Idea
13. Catalyze Broad-Based Ownership & Commitment
14. Demonstrate Effective And Knowledgable Leadership
15. Develop Needed Skills
16. Empower People To Apply And Realize Their Skills
17. Made Effective Connections
18. Share Ideas through Networking
19. Promote the Idea that Information Is Power
20. Develop a Flexible Funding Plan
21. Make Effective Use Of Volunteers
22. Involve Key People
23. Match Needed Resources With Available Resources
24. Utilize Local Resources
25. Develop Cooperative Partnerships
26. Realize that Perserverance Is Key
27. Small Victories Lead To Big Accomplishments
28. Be Sure to Evaluate

TRAINING

Friday afternoon, after a full morning of interchange, participants of the Colorado Exposition had the opportunity to attend skills training sessions on one of the following four topics:

FUND RAISING - a practical session on how to raise funds for local projects from foundations, state and local sources. Some highlights of this session included tips on how to combine efforts with communities in the same general geography to present a coordinated, phased proposal as a request for funds rather than all communities or groups presenting requests to the same sources at the same time. Leader: Jo Downey, Director, East Central Colorado COG

FUTURE SCENARIO CREATION--a demonstration of the theory and practice of envisioning the desired future as an ingredient to effective planning. As an exercise, participants developed scenarios for the economic, political and cultural life of a small town in 2085. Some surprising projections included: no longer using paper in the economic sector; political leadership based less on power than on the ability to motivate people to be involved and to communicate the real issues; and instantaneous travel giving everyone access to the cultures of the world. The small group workshops released intuitive as well as rational insights.

Leader: John Epps, Institute of Cultural Affairs, Denver.

CONSENSUS BUILDING---a session based on the premise that within a genuine consensus everyone wins and that consensus-building is an alternative to conflict mediation where everyone stands to lose something. Included was an overview of the steps to building consensus focusing on the aim, ground rules, and how-to's of each step. The four steps are Brainstorming--getting out a broad picture; Grouping--beginning to see where points of agreement are; Discussion--looking through the data for new insight and consensus; and Writing--getting the consensus stated in order to move on it. The Consensus Building session provided the opportunity to see how to honor the wisdom of each individual in a group in order to promote consensus and participation.

Leader: Kim Alire Epley, Institute of Cultural Affairs, Guatemala

ISSUE ANALYSIS--A detailed analysis of HOW TO STUDY AN ISSUE AND THE STEPS TO SOLVING IT. Utilizing the Family Community Leadership Approach to problem solving, this skills training session focused on defining an issue, breaking it down into its component parts and building a plan to begin to resolve the issue.

Leader: Larry Dunn
state coordinator
Family Community Leadership



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FOR IMMEDIATE RELEASE

Five outstanding self-help projects were selected for special awards during the second annual COLORADO EXPOSITION OF LOCAL DEVELOPMENT held at the Colorado Mountain College June 27-29. They are as follows: The City of Leadville, The People of Kit Carson County, Highland Neighborhood Housing Services in Denver, Carbondale Mountain Fair, Inc., and the Larimer County Emergency Dental Care Referral Program.

LEADVILLE --Representative--Elaine Kochèvar

The City of Leadville has shown amazing creativity and tenacity in diversifying its economy and generating community pride.

Instead of going into despair and giving up when more than 2500 people were left without jobs when the mine closed a few years ago, citizens of Leadville initiated "OPERATION BOOTSTRAP" to pull both the economy and the spirits out of an accelerating decline. The results are phenomenal:

- a \$900,000 downtown improvement project to improve sidewalks, lighting and landscaping
- production of a multi-media show on Leadville and the surrounding area
- rehabilitation of a number of buildings, including the Old Church Theater, Heritage Museum and the Healy House Museum
- Numerous Summer activities to boost tourism with winter, spring & fall activities.

THE PEOPLE OF KIT CARSON COUNTY --Representative--Mary Jo Downey

The people of Kit Carson County in Eastern Colorado have invented and implemented more ways to generate funds and involvement than most of us have dreamed of. Two current examples of their ingenuity are the Kit Carson County Carousel and the Sod House Industries.

A farming community of less than 8,000 persons located on the Eastern Plains of Colorado has successfully restored and preserved the most significant Carousel left in the United States--in fact the only Carousel left in North America that still has original paint on both the animals and Scenery panels --today it is fully restored even to the point of being operational--in fact Jo Downey will sell you a ticket to ride on it. The Sod House Industries have revived crafts out of wood, gingham and straw and senior citizens market them.

HIGHLAND NEIGHBORHOOD HOUSING SERVICES (Denver)
Representative--Josie Martinez-Littig

The Highland Neighborhood Housing Service, located in Northwest Denver, is a private and nonprofit housing corporation revitalizing and rehabilitating the Highland neighborhood.

This very successful project involves resident volunteers who have participated in about a million dollars of capital improvements in their community. But the NHS does far more than housing rehab and revolving loans-- it is playing a key role in preserving the ethnic, cultural and socio-economic diversity of the neighborhood. It serves a population of Chicano, Italian, Anglo and Asian background.

Now in its sixth year of operation, it is expanding to another neighborhood.

CARBONDALE MOUNTAIN FAIR, INC.--Representative, Joann Ricci

Now in its fourteenth year, the Carbondale Mountain Fair, Inc. attracts over 10,000 visitors to its annual gala of song, art, and fun. Held in the last weekend in July, Carbondale becomes the home of over 110 artists and scores of entertainers who share with one another a weekend of great food, dancing, contests, games and art.

The Fair has become a unifying factor in the entire community as nearly 25% of its population volunteer their time to set-up the event. All funds for this project are generated by the Fair itself.

THE LARIMER COUNTY EMERGENCY DENTAL CARE REFERRAL PROGRAM AND LARIMER COUNTY MEDICALLY INDIGENT PROGRAM

Representative--Kathy Forest, Loveland

Beginning in 1983, representatives from the Larimer county government and an inter-faith group approached the dental and medical societies to seek support in implementing programs to provide free (or low-cost) emergency dental and acute medical care services for indigents. With funding of \$3,000 the dental society participated in a task force that launched a program now boasting 38 participating dentists. Thirty-day residents of the county who are below 125% Federal Poverty Guidelines can receive free treatment for a dental emergency.

The support for this program represents a broad base: the United Way, local government, churches, private foundations, businesses and client co-payments. In addition it has successfully acquired volunteer services from dentists, doctors and volunteer fund-raisers.

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IN APPRECIATION

Special thanks for generous support of the
Colorado Exposition of Local Development
is extended to:

THE COLORADO DEPARTMENT OF LOCAL AFFAIRS
THE COLORADO DEPARTMENT OF AGRICULTURE
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ROCKY MOUNTAIN INSTITUTE
WINDSTAR

and the many volunteers who spent countless hours
making this Exposition a success.

COLORADO SELF-HELP PROGRAM

SPOTLIGHTING INITIATIVE AND TRAINING IN COLORADO COMMUNITIES

Historical Background

In June 1984, a state-wide exposition on local development was held, highlighting the accomplishments of communities and programs throughout Colorado. It was part of a 3-year program spotlighting self-help projects around the world through "Sharing Approaches That Work". Two projects from Colorado joined 20 others to form the U.S. delegation to the International Exposition of Rural Development in New Delhi, India in February, 1984. Upon their return, the state-wide Exposition was organized, and the overwhelming success of that Exposition spawned the concept of an ongoing program.

The COLORADO SELF-HELP PROGRAM was established in 1984 as a framework for accelerating local development in Colorado communities. Based on the premise that a community's most valuable resource is its people, the program is designed to facilitate and empower local self-help efforts.

The COLORADO SELF-HELP PROGRAM moves beyond information-sharing to include training in practical, effective development methods. *Within the two themes of Interchange and Training are four major activities...*

SHARING APPROACHES THAT WORK FORUMS

day long events in which local practitioners of self-help report their accomplishments and share keys to effective local development. They disclose development resources within an area and establish important linkages among projects.

PROJECT IMPLEMENTATION MODULES

a five session "hands-on" laboratory exploring a particular subject, i.e.; community education, solar energy, economic diversification. Both professionals and local practitioners assist in producing a locally-specific plan of action.

LEADERSHIP TRAINING COURSES

a three session seminar where participants practice and develop practical skills in consensus building and action planning. These methods are important for helping communities and organizations determine their project directions and motivate their constituents.

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John Epps - Institute of Cultural Affairs



THE INSTITUTE OF CULTURAL AFFAIRS

The Institute of Cultural Affairs (ICA) is a research, training and demonstration group concerned with the human factor in world development. Private and voluntary in nature, the ICA has offices in 32 nations and operates as a not-for-profit, intra-global organization.

For the past 25 years, the ICA has worked to design and demonstrate practical methods for comprehensive community renewal. The ICA provides methods and planning processes which enable people to implement creative socio-economic change in their own communities and institutions. Its programs support the growth of local self-sufficiency, self-reliance, and self-confidence.

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