
**A Rural Development Symposium:
Southern States**

**SUCCESS
SOUTHERN STYLE...**

May 11-13, 1983

**Held as a part of
MEMPHIS IN MAY**

Memphis, Tennessee



Sponsors

Memphis State University
Southern Rural Development Center
The Institute of Cultural Affairs

Acknowledgements

American Duplicating Co.
Arkansas Endowment for the Humanities
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Tanasi Crafts
Unijax of Memphis
Williams Egg Co.
Purnell's Pride

These companies and organizations have enabled this Rural Development Symposium to take place.

...a spotlight on successful community development programs

The Rural Development Symposium is intended to stimulate cooperation among rural development efforts at the national or regional level. The RDS will provide the following benefits to participants:

- enable development practitioners to share tested project experience
- research successful methods, approaches, and technologies used in rural development efforts
- formulate a network of concerned people from all sectors to create a greater effectiveness and momentum in development efforts.

The RDS also will identify effective rural development projects as potential exhibits to be highlighted at the International Exposition of Rural Development, 1984.

Agenda

Wednesday, May 11

SESSION I

- 1 p.m. Display set-up
- 3 p.m. Registration
- 5 p.m. Welcome by sponsoring organizations, display review and interchange
WHAT'S WORKING? -- Ballroom
Light buffet -- William Faulkner Lounge
- 7 p.m. A participatory reflection on display interchange and what is suggested about
RURAL DEVELOPMENT TRENDS

Thursday, May 12

SESSION II

- 8 a.m. Display interchange
- 9 – 11:30 a.m.
A workshop which figures out necessary components for success in rural areas and names **KEYSTONES OF EFFECTIVENESS**
- 11:30 – 12:30 p.m.
Display interchange
- 12:30 p.m. Lunch

SESSION III

2 – 5:30 p.m.

A workshop on proposed actions
for rural development policies
for the four sectors, recommending
FUTURE DIRECTIONS

7 p.m. **CELEBRATING SUCCESS**
A celebrative Southern style
evening (banquet)

Friday, May 13

SESSION IV

8 a.m. Display Interchange

9 – 11.30 a.m.

A practical planning workshop
on the next steps needed in rural
development in the Southern states
and their participation in develop-
ment around the world involving
PARTICULAR IMPLICATIONS

Participating Communities and Organizations

ALABAMA

The Randolph Energy Management Association, Randolph
The Southern Tenant Farmers' Union, Montgomery
Community Action, Anniston
International Center for Aquaculture, Auburn
CASA, Jackson and DeKalb Counties
Churches Involved of Limestone Co., Athens

ARKANSAS

SEARK Resource and Community Development Organization, Dermott
University of Arkansas, Arkansas Regional Studies, Little Rock
University of Arkansas, Department of Community and Governmental Affairs,
Fayetteville
Hereford Project International, Family Farm Development Network, Magnolia
Arkansas Department of Human Services, Office on Aging, Little Rock
Office of Human Concern, Rogers
Lee County Cooperative Clinic, Marianna
Rural Health Development Office, Arkansas Department of Health, Little Rock
Community Action, Farmer's Cooperative of South Central Arkansas, Camden
Winrock International, Morrilton
Central Arkansas Area Agency on Aging, Little Rock
Jefferson Comprehensive Care Center, Inc., Pine Bluff
Save the Children Fund, SC-Arkansas Delta Project, Madison
University of Arkansas Cooperative Extension Service, Pine Bluff
Arkansas Agricultural Extension Service, Community Resource Development, Little
Rock
Farmers Home Administration, Community Development Dept., Little Rock

FLORIDA

The Center for Cooperative Agricultural Programs, Tallahassee

LOUISIANA

St. Mark's Community Center, New Orleans
Louisiana Inter-Tribal Council, Baton Rouge
Natchitoches Action Agency, Natchitoches
Town of Oakdale, Oakdale
Town of Natchitoches, Natchitoches
Louisiana Association of Councils on Aging, Natchitoches

MISSISSIPPI

Leflore-Bolivar Catfish Processing, Drew
Alcorn State College Agricultural Extension Service, Lorman
Tennessee-Tombigbee Project Area Council, Columbus
Miter, Inc., McComb
Emergency Land Fund, Jackson
Coahoma Opportunities, Inc., Clarksdale
Quitman Community Development Center, Marks
Town of Myrtle, Myrtle
Ben Black Club, Benton
Mississippi Research and Development Center, Jackson
Governor's Office of Voluntary Citizen Participation, Jackson
Mississippi Department of Agriculture and Commerce, Jackson
Town of Houston, Houston
Town of Pace, Pace
Mound Bayou Community Hospital, Mound Bayou
Rural Community Development Council, Tupelo

TENNESSEE

Tennessee Valley Authority, Nashville
Northwood Park Apartment Association, Memphis
South Memphis District Alliance, Memphis
JONAH, Lexington
Ajanaku African Research, Memphis
Tennessee Valley Authority — OECD, Nashville
Urban Gardens, Memphis
Rossville Community Health Center, Rossville
Woodland Community Land Trust, Roses Creek
Clear Fork Valley Coordinating Committee, Clairfield
Ashland City Community Project, Ashland
Save Our Soil, Trenton
South Guthrie Community Development, South Guthrie
Chelsea Community Coordinating Committee, Memphis
Beale Street Development Corporation, Memphis
St. Peter's Home for Children, Memphis
Expanded Nutrition Program, Paris
Tennessee Valley Center for Minority Development, Memphis
Dyersburg Community Project (Agricultural Extension Service), Dyersburg
Tennessee State Community Development, Jackson

TEXAS

American Association of Small Cities, Austin
Prairie View A & M University, Prairie View
Su Clinica Familiar, Family Health Service Program, Harlingen
Southern Rural Community Center, Austin

NORTH CAROLINA

North Carolina Health Service, Raleigh

VIRGINIA

Virginia Polytechnic Institute and State University Cooperative Extension Service,
Blacksburg

SOUTH CAROLINA

South Carolina Governor's Division of Rural Development and Special Economic
Assistance, Columbia

GEORGIA

Colquitt Children's Health Center, Colquitt
Habitat for Humanity, Americus
Institute of Community and Area Development, University of Georgia, Athens
University of Georgia Cooperative Extension Service, Athens

The *International Exposition of Rural Development* is a three-year program (1982-1985) designed to facilitate the exchange of effective approaches to rural development and to integrate them with local efforts. The first year (1982) entailed building a global network of concerned individuals and organizations who would ensure local input into the Exposition and the practical dissemination of its results. The second year (1983) focuses on local preparation in each of the 50 participating nations. This will include a series of Rural Development Symposia, documentation of local rural development projects and preparation of national exhibits. The culmination of this phase will be a ten-day plenary event in India in February 1984. At this event each nation's exhibits will be viewed and field workshops will be held on issues and trends in rural development. A document will be written on the key factors in successful rural development and the "how to's" in applying these approaches. In the third year (1985), results of the Exposition will be disseminated throughout the 50 nations.

International Exposition of Rural Development co-sponsors:

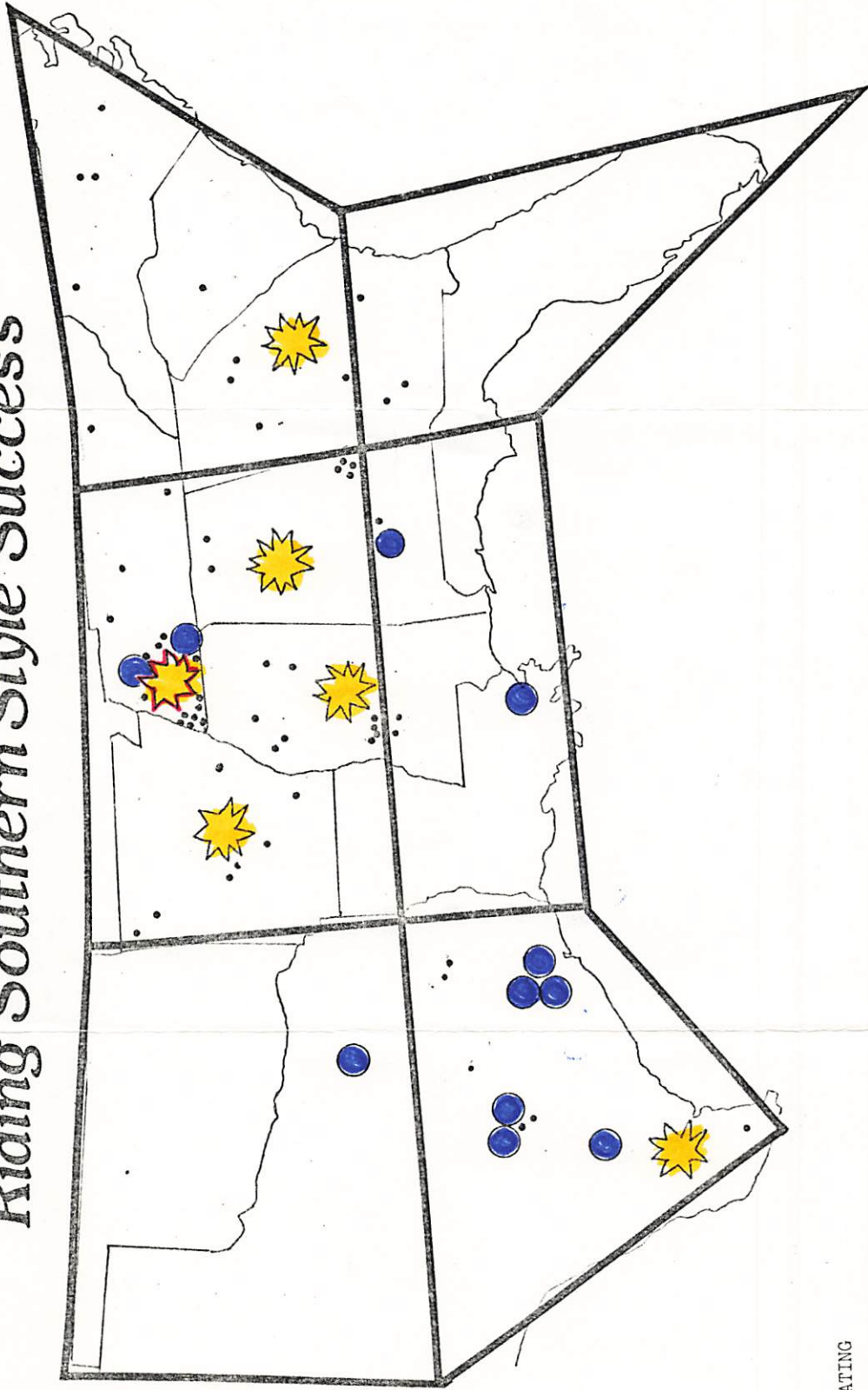
United Nations Development Program
United Nations Fund for Population Activities
Association of Indian Engineering Industries
Canara Bank of India
The Institute of Cultural Affairs International,
Organizing Sponsor

**INTERNATIONAL
EXPOSITION
OF RURAL
DEVELOPMENT**



SHARING APPROACHES THAT WORK

Riding Southern Style Success



-  R D S
-  PROGRAM
-  PARTICIPATING PROJECT

SUCCESS

SOUTHERN STYLE...

Announcing the Rural Development Symposium
May 11-13, 1983 • Memphis, Tennessee

...a spotlight on successful programs and projects in community development throughout the Southern United States

WHAT'S WORKING AND WHY?

Look at what's working today in the new South in rural development. Participate in an interchange of successful community development experiences. Bring displays of your projects. Stimulate the interchange process. See what's happening in such areas as housing, health, agriculture, business and industry, education, energy conservation, training and lifestyle.

SUCCESS SOUTHERN STYLE is one of a series of symposiums being held in the United States in preparation for the International Exposition of Rural Development. Where? New Delhi, India. When? February 1984. Help choose projects or programs that show successful rural development in the United States.



Be a part of "Memphis in May," an annual month-long series of cultural events and festivities. You will provide the content of **SUCCESS SOUTHERN STYLE** through your experience, expertise and motivation. Your participation and teamwork are essential to a practical product realizing the objectives of the conference.

WHO SHOULD COME?

Community leaders and paraprofessional field workers have a stage for sharing the success of their particular projects and programs and the practical wisdom which has resulted. No need to reinvent the wheel. Learn from other projects and help build a network of support and interchange.

Volunteers and representatives of community service organizations get a forum for their experience as well as learn how to channel resources, establish program priorities and get funds.

Government agency representatives and elected officials find a vehicle for promoting the public sector's pivotal role in rural development, get feedback from existing programs, and explore ways of collaborating in the acceleration of successful projects and programs.

Technical and educational advisors test theory with hands-on practitioners, share innovative thinking and expand collaborative opportunities.

Business and industry representatives share contributions to rural development and discuss the foundational role of business in rural development.

All people concerned with rural development get inspiration from the spotlight on success, learn how to make things happen.

REGISTRATION AND HOUSING

A \$50 registration fee covers the Wednesday reception and Thursday banquet, as well as materials and a final document. You may save \$10 by paying the full fee before May 1. Group rates are available for \$50 for the first person and \$30 for each one who registers at the same time and is from the same organization or project.

Housing on the Memphis State University (MSU) campus can be arranged directly through Mrs. Norma Cowden, Richardson Towers, MSU, Memphis, TN 38152. (901) 454-2290. A double room is \$13 per night; a single room is \$19 per night.

Preliminary Agenda

Wednesday, May 11

SESSION I

1 p.m. Display Set-up
 3 p.m. Reception
 Registration
 Display Review
 and
 Project Interchange:

WHAT'S WORKING?

7 p.m. - 9 p.m.
 Welcome, Southern Style
 A participatory reflection on
 Display Interchange and what is
 suggested about:

**RURAL DEVELOPMENT
 TRENDS**

Thursday, May 12

SESSION II

9 a.m. - 12 p.m.
 A workshop which analyzes the
 why of success and asks, How did
 this happen? What made it work?
 and uncovers:

SECRETS OF SUCCESS

* * *

SESSION III

2 p.m. - 5 p.m.
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 in rural areas and names:

**KEYSTONES
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 and procedures for the four sectors,
 recommending:

FUTURE DIRECTIONS

12 p.m.
 Final Remarks
 12:30 p.m. CLOSING

SPONSORING ORGANIZATIONS

THE INSTITUTE OF CULTURAL AFFAIRS -- A private, non-profit organization concerned with serving the world-wide need for local self-development of communities and organizations. ICA has offices in Memphis, Houston, New Orleans, and Atlanta.

SOUTHERN RURAL DEVELOPMENT CENTER -- One of four regional centers that coordinates cooperation between Research and Extension staffs at land-grant institutions in the South to provide technical consultation, research, training and evaluation services for rural development. The SRDC is located at Mississippi State University in Starkville.

MEMPHIS STATE UNIVERSITY -- A comprehensive urban university serving the Mid-South through teaching, research and public service. The MSU University Center will serve as the conference site.

COOPERATING ORGANIZATIONS -- Heifer Project International, Little Rock, Arkansas; Association of Migrant Organizations, Tallahassee, Florida; Habitat for Humanities, Americus, Georgia; Human Resources Development Center, Tuskegee Institute; International Center for Aquaculture, Auburn University; Governor's Office of Elderly Affairs, State of Louisiana; Department of Agriculture, State of Louisiana; Governor's Office of Voluntary Citizen Participation, State of Mississippi.

FOR MORE INFORMATION

In order to share approaches that work, participants will be displaying exhibits. You may obtain further information about exhibits by returning the registration form. If you want to know more about how you can participate in the symposium, either as an individual or on behalf of an organization or successful rural development program, write or call **SUCCESS SOUTHERN STYLE**, P. O. Box 40944, Memphis, TN 38174, (901) 726-1839.



I Plan To Attend: **SUCCESS SOUTHERN STYLE**

NAME _____

ORGANIZATION _____

ADDRESS _____

OFFICE PHONE () _____

TOWN _____ STATE _____ ZIP _____

HOME PHONE () _____

HERE IS MY:

- Pre-Registration, \$20, non-refundable Plus \$30 on Arrival.
- Early Registration, \$40, if paid by May 1, 1983.
- Group Registration Request.

- Request for More Information.
- Request for Exhibit Information.

Make Checks payable to
 The Institute of Cultural Affairs

Send to: **SUCCESS SOUTHERN STYLE**
 P. O. Box 40944
 Memphis, TN 38104

SUCCESS

SOUTHERN STYLE...

P. O. Box 40944 • Memphis, TN 38104

... a spotlight on successful programs and projects in community development throughout the Southern United States

STEERING COMMITTEE

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Texas Medical Center Library

Mr. John B. Clark
Cooperative Extension Service
University of Arkansas

Mr. Jesse Clements
The Institute of Cultural Affairs

Mr. Robert L. Collier
Memphis State University

Mrs. Frances Crain
Retired, Tennessee

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Student, Delta State University

Mr. Fred Huenefeld
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Cooperative Extension Service
University of Arkansas

Ms. Ruth D. Wilson
Governor's Office of Voluntary
Citizen Participation,
State of Mississippi

Mr. David Zahrt
The Institute of Cultural Affairs

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Southern Rural Development Center
Memphis State University

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Citizen Participation,
State of Mississippi

Governor's Office of Elderly Affairs
State of Louisiana

Department of Agriculture
State of Louisiana

Heifer Project International
Little Rock, Arkansas

Association of Migrant Organizations
Tallahassee, Florida

Habitat for Humanities
Americus, Georgia

Human Resources Development Center
Tuskegee Institute

International Center for Aquaculture
Auburn University

FOR IMMEDIATE RELEASE/ 5-7-83

RE: *RURAL DEVELOPMENT SYMPOSIUM "SUCCESS SOUTHERN STYLE"*
to be held at MEMPHIS STATE, MAY 11-13, 1983

SYMPOSIUM ATTRACTS ELEVEN SOUTHERN STATES

The Success Southern Style Symposium will highlight innovative rural development projects in a gathering of over 50 communities and agencies from across the South.

Tennessee, Mississippi, Arkansas, Louisiana, Alabama, Texas, Georgia, North Carolina, South Carolina, Florida and Virginia will share the significant trends in rural life. Each of the projects represented will have a booth displaying the accomplishments made in improving life in rural America.

A catfish farm in the Mississippi Delta will demonstrate diversification of agro-industry and the creation of dozens of new jobs. Western Tennessee's "Save Our Soil" project will talk about successful soil conservation and preservation techniques. "Do-it-yourself" storm windows will be on display from an integrated Energy Management Project in Alabama. These are just a sampling of the many "Approaches that Work" which will be exchanged at the symposium.

Success Southern Style will officially begin on Wednesday, May 11, in the University Center of Memphis State. Booths will display rural achievements throughout the three days. Wednesday evening participants will hear what the southern states are doing to develop viable rural communities.

Thursday, May 12, participants will talk about rural health delivery, environmental protection, small farm viability, small town diversification, low-cost housing, community-based education, solar energy, energy conservation, computerized farming and cooperative economic programs.

Friday, May 13, practical directions for the future will be discussed. The symposium closes at noon.

All are welcome to come and participate in applauding rural development achievements across the South.

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 Memphis, TN 38104

SUCCESS SOUTHERN STYLE

SUCCESS SOUTHERN STYLE will be spotlighted May 11-13 at Memphis State University. This two day workshop on rural and community development in the south will be a direct look at what's succeeding today and what will provide the keys to accelerating development in the New South. Interchange of community development experiences in a "Show and Tell" setting will highlight existing projects and programs. Small group workshops will extract the learnings for the future.

SUCCESS SOUTHERN STYLE will be an opportunity for people to share approaches that work. Workshops are designed to include the wisdom of all the participants, rather than hearing from only a few. Private, public and voluntary sectors are increasingly working together in support of rural and community development and each has its unique contribution to make. Many of the participants of SUCCESS SOUTHERN STYLE will be the people sometimes overlooked in this process, those who represent local communities. Participants are invited from the eleven states of the South.

SUCCESS SOUTHERN STYLE is one of a series of Rural Development Symposia being held across the United States in 1983. The results of these, along with documentation of successful programs and projects will be a part of a plenary event in New Delhi, India in February 1984. Fifty-six nations are currently planning to participate in pulling together working approaches toward community development.

The benefits of this program include sharing successful approaches, seeing new directions needed, and initiation of an informal network of people working in development from different perspectives. The private sector will benefit in at least three ways: 1) obtaining data which can be used in marketing and development strategies; 2) by pointing the way to ventures which will foster economic recovery; and 3) by identifying projects and programs worthy of their support.

The Institute of Cultural Affairs, a not-for-profit voluntary organization, is organizing the event. Co-sponsors of SUCCESS SOUTHERN STYLE are the Southern Rural Development Center, Starkville, Ms. and Memphis State University. Supporting organizations include: Heifer Project International, Little Rock, Ar; Association for Migrant Organizations, Tallahassee, Fl; Habitat for Humanity, Americus, Ga; Human Resources Center, Tuskegee Institute, Tuskegee, Al; Governor's Office of Elderly Affairs, State of La; Governor's Office of Voluntary Citizen Participation, State of Ms; International Center for Aquaculture, Auburn University, Auburn, Al. International co-sponsors are United Nations Development Program, United Nations Fund for Population Activities, Association of Indian Engineering Industry, and Canara Bank, India.

A broad base of individuals, organizations, and companies in the private, public, voluntary and local sectors participating in, and supporting this event, is essential for SUCCESS SOUTHERN STYLE to realize its full potential.

4241
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**A Rural Development Symposium:
Southern States**

SUCCESS
SOUTHERN STYLE...

**May 11-13, 1983
Memphis, Tennessee**

**...a spotlight on successful
community development programs**

Sponsors

Memphis State University
Southern Rural Development Center
The Institute of Cultural Affairs



SUCCESS

SOUTHERN STYLE...

P. O. Box 40944 • Memphis, TN 38104

... a spotlight on successful programs and projects in community development throughout the Southern United States

May 13, 1983

To Those Concerned About Rural Development:

This document contains the results of a three-day symposium highlighting successful community development programs and projects throughout the South. More than 145 persons met May 11-13, 1983, at Memphis State University in Memphis, Tennessee, to participate in SUCCESS SOUTHERN STYLE, a rural development symposium for the Southern states. Thirty-three organizations and communities shared their rural development accomplishments by displaying booths in the exhibit area, and all participants were able to discuss their projects in small group sessions. Eighty-two participating organizations and communities from eleven Southern states attended these sessions.

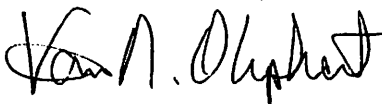
By gathering examples of successful projects that have been tested and proven effective, the symposium sponsors hoped to lead participants in discovering common threads among projects. What did these projects reveal about current trends in rural development? What did these projects indicate about keystones to effectiveness in developing the rural South? What has our experience taught us about proposed actions and future directions for rural development policies? What are the next steps needed in rural development within the Southern states?

The Southern symposium is one of five being held in the United States in preparation for the International Exposition of Rural Development in New Delhi, India, in 1984. We are pleased to be a part of the national effort to select a U.S. exhibit which will demonstrate some of the best rural development programs and projects at work in the United States.

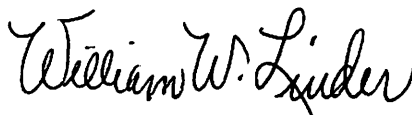
We want to thank all who made this event possible, especially the symposium participants who came from local communities all across the South. The use of the Memphis State University facilities and the support of the MSU staff were invaluable contributions to the success of the symposium. The Southern Rural Development Center at Mississippi State University provided an essential network of regional contacts and assisted in planning this event as well as providing symposium publications. We are particularly grateful to the Institute of Cultural Affairs staff for their untiring efforts in organizing and conducting the symposium.

The dialogue this event has started needs to continue, and we hope participants will continue to look to the resources of their own communities to meet the needs of their people.

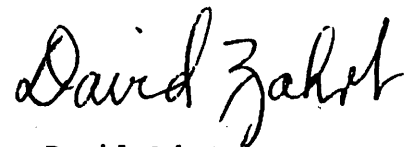
Sincerely yours,



Dr. Van Oliphant
Vice President of Advance-
ment and Continuing Edu-
cation
Memphis State University



Dr. William W. Linder
Director
Southern Rural Development
Center



David Zahrt
Memphis Regional
Director
Institute of Cultural
Affairs

SESSION ONE

Symposium participants, randomly seated in six groups, described activities in local community development projects and talked together to discern the common trends in rural development revealed through their own expertise, experience and observation. Integrating the work of all of the groups, the participants then chose ten statements as indicative of the emerging trends in rural development.



Fellow teammates enjoy a chance to get better acquainted.



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TEN TRENDS IN RURAL DEVELOPMENT
IN THE SOUTH

- TOWARD COMMUNITY ENVIRONMENT AWARENESS
- TOWARD CO-OPERATIVE SELF-HELP EFFORTS
- TOWARD LOCAL INITIATIVE & CITIZEN PARTICIPATION
- TOWARD ACCESSIBLE, APPROPRIATE HEALTH CARE
- TOWARD LOCAL COALITIONS AFFECTING REGIONAL EFFORTS
- TOWARD EMPHASIZING RURAL HOUSING QUALITY
- TOWARD CREATIVE FUNDING APPROACHES
- TOWARD SMALL FARM ASSISTANCE
- TOWARD DIVERSE LIFESTYLES AND VALUES
- TOWARD LOCAL LEADERSHIP DEVELOPMENT

TEN TRENDS IN RURAL DEVELOPMENT IN THE SOUTH

INCREASED COMMUNITY ENVIRONMENT AWARENESS

There is a trend in rural development toward increased community awareness of the need to conserve environmental resources.

This trend is illustrated by:

- 1) Efforts in preserving farm land
- 2) Concern for water quality and quantity
- 3) Chemicals in air & soil
- 4) Strip mining causing land loss, soil erosion
- 5) Movement to control rural dumping of solid & hazardous waste.

CO-OPERATIVE SELF-HELP EFFORTS

There is a trend in rural development toward people and communities organizing cooperative self help efforts, recognizing the value of self-sufficiency and developing human resources.

This trend is illustrated by:

- 1) Work-ownership
- 2) Control of local land-use decisions
- 3) Sharing local resources
- 4) Cooperative gardening
- 5) Supporting local enterprise.

LOCAL INITIATIVE AND CITIZEN PARTICIPATION

There is a trend in rural development toward local initiative and innovative citizen involvement in decision-making and increasing citizen control and initiative in comprehensive development programs.

This trend is illustrated by:

- 1) Cooperative efforts of private, public and volunteer organizations to improve the quality of life of rural people
- 2) Increase in community outreach services
- 3) Volunteer support services
- 4) Self-determination emphasis
- 5) Successful ventures become movements.

ACCESIBLE, APPROPRIATE HEALTH CARE

There is a trend in rural development toward making health care more accessible to the community and particularly those with special needs.

This trend is illustrated by;

- 1) Home based help for the aging
- 2) Rural primary care centers
- 3) Teen clinics for education and treatment
- 4) Local health fairs
- 5) Transportation services to health facilities.

LOCAL COALITIONS AFFECTING REGIONAL EFFORTS

There is a trend in rural development toward local action and interagency cooperation creating coalitions and networks which affect regional efforts.

This trend is illustrated by:

- 1) Convening of local conferences
- 2) National rep's seek input from local voting public
- 3) Business, government agencies, church groups and civic groups working together
- 4) Agencies sharing resources
- 5) Agencies filling gaps in service.

EMPHASIZING RURAL HOUSING QUALITY

There is a trend in rural development toward improving the quality of rural housing through local initiatives and self-help efforts.

This trend is illustrated by:

- 1) Church, individual, community group and non-profit organization initiatives
- 2) Better and more homes with indoor plumbing
- 3) More mobile homes
- 4) Improved upkeep in maintenance of homes
- 5) In-service training in home upkeep (roofing, installation, painting).

CREATIVE FUNDING APPROACHES

There is a trend in rural development toward locally-initiated, permanent, ongoing funding sources and toward using approaches which do more with less for greater resource efficiency.

This trend is illustrated by:

- 1) Cut back in federal money
- 2) Fund-raising locally
- 3) Interagency cooperative efforts
- 4) Diversification in farm enterprises
- 5) Financial planning assistance.

SMALL FARM ASSISTANCE

There is a trend in rural development toward small farm assistance, and farm and land development.

This trend is illustrated by:

- 1) Prevention of land loss by low-income landowners
- 2) Heifer projects
- 3) Better farm management and use of farm land
- 4) More research in small farming
- 5) More cooperatives.

DIVERSE LIFESTYLES & VALUES

There is a trend in rural development toward diversity of values and lifestyles in rural areas and an appreciation of community life.

This trend is illustrated by:

- 1) Farmers/city newcomers
- 2) Land ownership preservation
- 3) Rural industry and jobs
- 4) Revolution in communication
- 5) Breakup of nuclear family.

LOCAL LEADERSHIP DEVELOPMENT

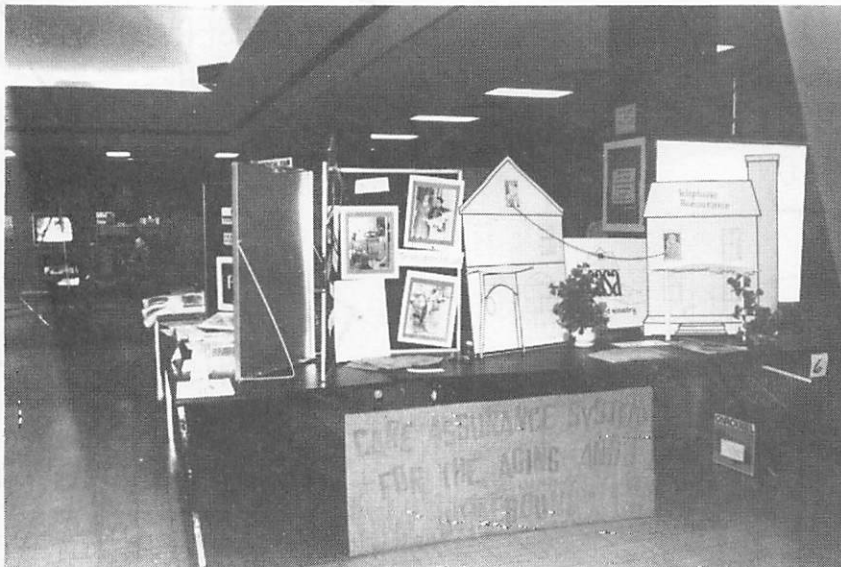
There is a trend in rural development toward local leadership development greater training efforts among agencies and opportunities for sharing leadership skills.

This trend is illustrated by:

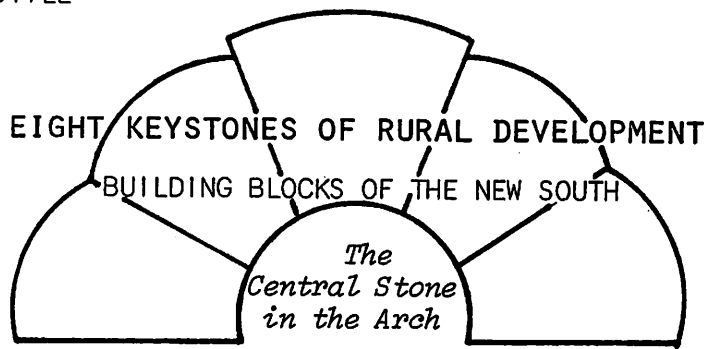
- 1) Training requests
- 2) Willingness to become involved
- 3) Community action agencies training programs
- 4) Networking workshops
- 5) Budgets including training line items.

SESSION TWO

In this session Symposium participants divided into teams according to the six categories of Agriculture, Economic Diversity, Community Cooperation, Health and Social Care, Education, and Environment. These represented the groupings of the projects and participants which were attending. Looking through their particular area, participants talked about the activities they see happening within the trends stated in the previous session. They worked together to distill the learnings from their practical experience in each area and looked beneath the surface to find the keystones to effecting rural development. Each group named three to seven practical, action-oriented building blocks as keystones nominees to present to the Symposium. The teams then chose their top five of the entire list. Using a process of intuitive individual valencing and group consensus building, these nominees were then further examined and the eight keystones were selected.



Project displays, which lined the walls of the University Center ballroom, provided visual images and practical information.



BROAD BASED
COMMUNITY
DEVELOPMENT
DECISIONS

PUBLIC, PRIVATE
AND VOLUNTARY
INVOLVEMENT IN
RESOURCE DELIVERY

CHURCH
INVOLVEMENT IN
SOCIAL AND CIVIC
ACTION

RESPONSIBLE USE
AND DIVERSIFIED
OWNERSHIP OF
LAND

COOPERATIVE
FUNDING THROUGH
SMALL FARMER'S
CREDIT UNION

PRESERVING
THE
FAMILY
FARM

ELECTRONICALLY
ORGANIZED
MARKETING

ACCESS TO
TECHNICAL SKILLS
IN MARKETING/
AND PRODUCTION

KEYSTONE NOMINEES IN THE FOLLOWING ARENAS:

ECONOMIC DIVERSITY

- Inter-agency meetings to coordinate services and efficient utilization of funds.
- Promoting improved housing through new technology and design, maintenance training and alternative financing.
- Moving the Church into greater involvement in social and civic actions dealing with community needs.
- Promoting alternative actions such as bartering, labor exchange, and inkind materials.

ENVIRONMENT

- Consciousness raising to enhance life quality.
- Concern and legislation to protect the physical environment.
- Discerning and utilizing alternative energy development.
- Land - preservation, conservation, responsible use, diversity of ownership.

AGRICULTURE

- Electronically organized marketing.
- Income stability thru cooperatives and access to markets.
- Cooperative funding thru small farmers' credit union.
- Preserving family farms.
- Creation of a buyers market with dependable quality criteria that small farmers can use for planning and production.
- New access to technical skills in marketing and production.
- Farmers co-ops for purchasing.

COMMUNITY COOPERATION

- Securing rural transportation systems.
- Pooling local funds for housing.

- Broad-based decision making for community development.

EDUCATION

- More use of school facilities during the day and evening as a teaching center for the entire community.
- Emphasizing math and science to meet the technological needs of our society.
- More students graduating from college.
- Teachers must keep their smarts up to date.
- Computers as the key to classroom learning in the future.

HEALTH

- Getting all groups with appropriate resources involved in the solution of a problem (public, private, voluntary).
- Community-oriented and owned comprehensive health services.
- The provision of technical health-care assistance by the state to any concerned group.
- Active outreach services to the people where they are.

SESSION THREE

In this session participants worked in groupings according to interest in the arenas of Funding, Participation, Coalitions, Training, Interchange and Management. The aim of the session was to share the wisdom on the back-up systems required in human development and to share people's learnings about Approaches That Work, about the challenges they face and the creative responses they are making. The workshop also asked the question of possible new directions in rural development and the participants presented their thinking in scenario or story-telling form.



The one-the-spot creativity of each group's "report" amazed and delighted everyone.

APPROACHES THAT WORK IN RURAL DEVELOPMENT

--IN THE ARENA OF FUNDING

GUIDELINES

"ALWAYS DO"

1. Involve the community
2. Demonstrate the need
3. Define the goal
4. Do realistic planning
5. Strategize
6. Understand clearly the funding world
7. Make sure your organization is legally structured to receive funds
8. Keep good financial records
9. Do your public relations
10. Write out your fund raising strategy

"NEVER DO"

1. Underestimate your overhead
2. Lie
3. Stop trying
4. Avoid the homework for getting funds
5. Take on more funding than you can handle
6. Commit yourself to something you cannot be responsible for
7. Lose your temper
8. Forget the community fund raising capabilities

CHALLENGE/PROPOSAL STATEMENTS

A major challenge in the arena of funding is THE LACK OF KNOWLEDGE OF WHAT TO DO.

This can be addressed by:

1. Doing your homework. Researching your funding sources.
2. Using state librarians.
3. Talking to people who have gotten funding.
4. Sharing information.
5. Defining needs that dictate your goals.

A major challenge in the arena of funding is ESTABLISHING A TRACK RECORD.

This can be addressed by:

1. Beginning on a small scale.
2. Doing it.
3. Forming a coalition of different organizations.
4. Showing statistics/data to back up proposal.

A major challenge in the arena of funding is FUNDING SOURCES DICTATING PROGRAM PRIORITIES.

This can be addressed by:

1. Using funders language.
2. Researching who funds what.
3. Being clear on what your plan is, and not being afraid to say no.
4. Beginning on a small scale to set your own priorities.

A major challenge in the arena of funding is COMPETITION FOR FUNDS.

This can be addressed by:

1. Clearly describing the project.
2. Being aware of proposal submittal timing.
3. When making personal contacts be aware of their expectations.
4. Forming a coalition of similar groups in order to raise funds and avoid turfism
5. Using a variety of sources.

FUTURE DIRECTIONS

The following scenario illustrates the strategic approach of coalition building to pool information and resources:

People began talking on a local level. Several different programs and agencies were providing the same services. Interest began rising in the arena of coalition. People agreed a coalition should be formed to help prevent overlapping and conserve resources both human and material. Meetings were held. Goals were established by the heads of each interested agency. Public awareness of joint efforts occurred as a result of the coalition. Like agencies formed committees which pooled their information and resources. As a result people were served more efficiently through this joint effort. For example, one agency had funding for transportation--mileage and insurance--and another group ran out of its funding for transportation but worked closely with volunteers. The two agencies pooled their resources, one with cost, the other with volunteer drivers. Though this is a single example it describes how our county's coalition was able to pool resources. Had these two agencies not been able to work together, transportation would not have been provided.

--IN THE ARENA OF PARTICIPATION

GUIDELINES

"ALWAYS DO"

1. Select honest leaders.
2. Majority of the group to be represented by the consensus.
3. Do needs assessment.
4. Prepare for meetings...organize.
5. Develop leadership skills.
6. Have fund raising activities.
7. Provide practical demonstration projects, incentives and awards.
8. Celebrate success.
9. Know your resources.

"NEVER DO"

1. Offer false leadership.
2. Promise what you can't deliver.
3. Give money as an award.
4. Exceed limitations.
5. Take sides.
6. Say "I can't" to possibilities.
7. Spread people too thin.

CHALLENGE/PROPOSAL STATEMENTS

A major challenge in the arena of participation is PULLING TOGETHER VARIOUS INTEREST GROUPS.

This can be addressed by:

1. Forming coalitions of special interest groups.
2. Including an advisory council.

A major challenge in the arena of participation is BREAKING TRADITION.

This can be addressed by:

1. Demonstrating new ideas and images.
2. Making site visits to other projects.

A major challenge in the arena of participation is WINNING CONFIDENCE.

This can be addressed by:

1. Following the plan.
2. The constant dissemination of information.
3. Starting with sure success.
4. Allowing communication, choosing and setting goals.

A major challenge in the arena of participation is HOW TO MOTIVATE PEOPLE.

This can be addressed by:

1. Participation in local programs.
2. Establishing meaningful communications.

A major challenge in the arena of participation is BEING ABLE TO DIALOGUE WITH DIFFERENT OPINIONS.

This can be addressed by:

1. Using participatory methods.
2. Finding areas of common interest.

FUTURE DIRECTIONS

The following is the script of a skit illustrating bottom-up decision making as a way of eliciting more participation:

1. That was some celebration, our first anniversary of the senior center.
 2. Did you ever think we'd live to see this day?
-
1. Not on your life! I thought we'd be dead and buried now.
 2. My feet feel dead and buried. Mr. Robinson can sure square dance for 81 years of age.
-
1. What did you think about Mrs. Harrison and her version of the Charleston?
 2. She was sure going good until she lost her dentures in the punch bowl.
-
1. Just think, this time last year we could hardly convince her that a senior citizen center was something she would enjoy.
 2. Remember our first meeting -- I never heard such differences of opinions.
-
1. Yes, Mrs. Robinson had a thousand.
 2. But, once we found the area of common interest, we sure got off the ground.
-
1. The citizens banded together and formed groups to build the center. Without their participation we would not have this center.
 2. And, without their continued participation, we couldn't have the diversity of programs for our seniors.
-
1. Just look at the plans for the future -- the senior Health program for instance -- and the addition of other agencies and groups asking to be involved.
 2. With these groups working for us, we may be able to start looking into the area of mini centers -- The Sky's the limit!

--IN THE ARENA OF COALITIONS

GUIDELINES

"ALWAYS DO"

1. Goals should be known and subscribed to by all participants.
2. Include groups that have resources which contribute to the goal.
3. Keep goals constantly in mind.
4. Stay flexible, adapt strategies that meet the goals both traditionally and non-traditionally.
5. Find a leader who is a motivator.
6. Report results of coalition activities back to sponsoring groups.
7. Gather up all the legitimacy you've got with whatever help you need.
8. Use group decision making.
9. Tell each group how they can help and how that help will benefit them.
10. Include groups that are highly respected by different segments of the community.
11. Have a tentative plan and organization.
12. Put out small fires before they become forest fires.

"NEVER DO"

1. Allow individual goals/objectives to deter coalition goals/objectives.
2. Have a plan poured in cement.
3. Assume that present leaders are best or provide the best models.
4. Mislead members of the coalition about the coalition purpose.
5. Ask too much too often of the same group.
6. Allow a group to assume or be given a token status.
7. Encourage competition by rewarding one group over another.

CHALLENGE/PROPOSAL STATEMENTS

A major challenge in the arena of coalitions is FINDING RESPONSIBLE LEADERSHIP.

This can be addressed by:

1. Use of community leadership identification techniques.
2. Looking for new energetic motivators.

A major challenge in the arena of coalitions is TURFISM.

This can be addressed by:

1. Recognizing past achievements, present leadership and agendas of groups.
2. Creating a collective vision.
3. Recognizing and respecting the specific contribution of each group.
4. Identifying unifying factors.

A major challenge in the arena of coalitions is THE IMAGE OF THREATENING ALTERNATIVES.

This can be addressed by:

1. Stress hurt/need areas and purposes people experience commonly.
2. Adopt a new and positive name for the group.
3. In participation in a traditional solution with traditional groups, be flexible in types of approaches.

A major challenge in the arena of coalitions is BURN-OUT.

This can be addressed by:

1. Assigning attainable tasks.
2. Identifying available material and human resources among all participating organizations.
3. Using outside resources to get objective focus.
4. Delegating jobs among various organizations.

A major challenge in the arena of coalitions is DEVELOPING CLEAR AND REALISTIC GOALS.

This can be addressed by:

1. Defining and gaining approval of goals.
2. Prioritizing and establishing a time frame.
3. Providing written goals to each member.
4. Reviewing goals at every meeting.

FUTURE DIRECTIONS

The following is the script of a skit done in pantomime illustrating the strategy of discerning collective goals in coalition forming:

Once upon a time, there were people that agonized because they had no health services in their rural isolated community. They started a community clinic, and then they found out that they were stepping on the turf of the public health agency and the hospitals in the cities who assume they had it all under control.

The agonizing group decided to contact each provider of health care to interest them in a coalition. They went to them and asked them what they were already doing in the area of health care.

They they invited those providers to a meeting to share approaches at the meeting and inventory all needs. After sharing what was working they created a collective vision of unmet needs and then established collective goals.

Now the rural clinic doctor is a help to the hospitals. The public health service is using the community center as an outreach post and the hospital is relieved of much work.

--IN THE ARENA OF TRAINING

GUIDELINES

"ALWAYS DO"

1. Be honest.
2. Honor the person being trained.
3. Have a positive attitude.
4. Respect the worth of the person being trained.
5. Be knowledgeable about procedure.
6. Start where the learner is.
7. Build on resources the learner brings.
8. Involve clients in "hands-on" experience.
9. Motivate the trainee.
10. Involve the trainee in decision making.

"NEVER DO"

1. Constantly lecture.
2. Assume the learner has no knowledge.
3. Disregard the trainee's opinion.
4. Do it for them.
5. Negatively criticize a student.
6. Be unprepared as a teacher.
7. Shut out a trainee.
8. Lie.
9. Teach something you don't practice.
10. Take a student's dignity from him/her.
11. Define success negatively.

CHALLENGE/PROPOSAL STATEMENTS

A major challenge in the arena of training is to USE TEACHING MATERIALS WHICH ARE PRACTICAL AND RELEVANT TO TRAINEES GOALS.

This can be addressed by:

1. Putting materials in the language and context of the learner.
2. Knowing what the current society dictates.
3. Relating materials to learning goals of the student.

A major challenge in the arena of training is MOTIVATING THE TRAINEE TO LEARN.

This can be addressed by:

1. Tying learning to livelihood.
2. Allowing trainees to be involved in what they will learn.
3. Using positive rewards -- immediate and future.

A major challenge in the arena of training is TRANSLATING THE THEORETICAL INTO THE PRACTICAL.

This can be addressed by:

1. Knowing your trainee.
2. Knowing their experience.
3. Including field experience and apprenticeship in the training process.

A major challenge in the arena of training is IMPARTING UP-TO-DATE INFORMATION.

This can be addressed by:

1. Using the latest equipment.
2. The teacher doing his/her homework.
3. Participating in continuing education.
4. Using up-to-date technical materials.
5. Bringing in outside expertise.

A major challenge in the arena of training is KNOWING THE LEARNING STYLE OF THE TRAINEE.

This can be addressed by:

1. Considering their socio-economic, ethnic and educational background.
2. Discerning their learning level.
3. Conducting training in an environment in which participants will feel comfortable.

A major challenge in the arena of training is DEVELOPING MUTUAL RESPECT BETWEEN TRAINEE AND TRAINER.

This can be addressed by the following:

1. Making their needs your needs.
2. Allowing interchange.

FUTURE DIRECTIONS

The following scenario illustrates the strategic direction of continual education opportunities.

All adults will seek out retraining and on-going education several times during the course of a life-time.

RATIONALE: Due to the ever changing, shifting job market, economic instability and potential economic crisis in one's adult life, there is an absolute need for continuous availability of relevant continuing education and training for adults in our rural communities.

PROPOSAL: At the beginning of the year all of the adults in the community participated in a formal assessment of their achieved skills as well as their untapped potential skills. The adults in the community were asked to see themselves as potential teachers/educators/trainers as a way to be of service to their community. Then a central referral/clearing-house was set up containing files of persons with skills and education willing to share with other adults in the community. Finally several adult training centers were set up to meet the retraining needs of the community.

--IN THE ARENA OF INTERCHANGE

GUIDELINES

"ALWAYS DO"

1. Give volunteers suitable recognition.
2. Keep volunteers...people you want to get involved.
3. Clearly define what your objectives are.
4. Establish group goals.
5. Have ways for people to know what is expected of them.
6. Document in writing/pictures how you did something.
7. Evaluate what you do.
8. Make sure those who represent a group say what the whole group wants to communicate.
9. Be honest up front.
10. Come from the positive side.
11. Include the "people" in polity structures and decisions.
12. Invite your congressman.

"NEVER DO"

1. Forget to give suitable recognition.
2. Make promises to deliver something that is unrealistic.
3. Ignore the truly needy who you are seeking to serve.
4. Exclude sub-groups that you are working with from policy decisions.
5. Exclude anyone who will be affected by the decision from the decision-making process.
6. Operate out of your private agenda when representing a group.
7. Give one group more power than another within a board.
8. Show preference to your own local folks.
9. Start a battle without the troops behind you.
10. Ask someone else to do what you won't do yourself.

CHALLENGE/PROPOSAL STATEMENTS

A major challenge in the arena of interchange is REWORKING GUIDELINES.

This can be addressed by:

1. Practitioners participating in drafting guidelines.
2. Including 4-sector participation in drafting guidelines.
3. Keeping guidelines clear and pertinent.

A major challenge in the arena of interchange is DEVELOPING BROAD BASED REPRESENTATION.

This can be addressed by:

1. Electing representatives from client groups equally.
2. Providing means of communication and personal contact.
3. Using a rotation system.

A major challenge in the arena of interchange is MAINTAINING MORALE.

This can be addressed by the following:

1. Properly recognizing people at meetings.
2. Having specified responsibilities for each person.
3. Giving awards and certificates of appreciation.
4. Keeping everyone informed.
5. Listening to responses.

A major challenge in the arena of interchange is PROVIDING FOR EQUITABLE INPUT OF RESOURCES.

This can be addressed by:

1. Sharing power as well as money.
2. Matching local resources with outside resources.
3. Showing not just telling.
4. Getting funds to those to whom they are intended.

A major challenge in the arena of interchange is PUTTING FLEXIBILITY INTO ORGANIZATIONAL STRUCTURES.

This can be addressed by:

1. Writing by-laws which allow for change.
2. Doing what needs to be done without saying it can't be done.
3. Letting members themselves decide their structure.

A major challenge in the arena of interchange is OVERCOMING ISOLATION.

This can be addressed by:

1. Involving the news media.
2. Encouraging one-to-one relationships.
3. Assuming people may not know and that they may need help.
4. Circulating newsletters.
5. Providing workshops and seminars.

FUTURE DIRECTIONS

In the arena of interchange, the strategic direction is in developing several avenues to encourage broad participation:

By May, 1983, three avenues had been introduced:

1. A broad-based committee to represent the organization.
2. An internal media to focus on what is happening at the present time so that people in the organization could be aware of the existing situation.
3. A list of objectives identifying who, what, and when things would be accomplished.

This had been achieved by:

1. Holding an awards dinner for volunteers.

2. Conducting training programs to help people gain skills in resource usage, decision-making, leadership methods.
3. Holding a conference and inviting isolated communities to meet in Memphis to discuss interchange across the board.

--IN THE ARENA OF MANAGEMENT

GUIDELINES

"ALWAYS DO"

1. The mission is sharply defined.
2. Establish parameters of the project to be managed.
3. Define clearly the objectives of the project.
4. Apply resources wisely.
5. Set up adequate monitoring systems for the project and individual components relative to effectiveness.
6. Establish appropriate record keeping systems for projects.
7. Establish lines for regular feedback from those involved in the project.
8. Build a plan laying out steps of development of the project.
9. Maintain sight of the long term objectives.
10. Be sure your means are adequate to the mission.
11. Keep frequent tabs on the effectiveness of all areas of the organization.
12. Maintain working relationships with allies and coalitions.
13. Provide for mechanisms of accountability within the organization.

"NEVER DO"

1. Change major objectives or mission frequently.
2. Allow responsibility to become diffused (vague).
3. Allow bureaucratic objectives to creep into program objectives.
4. Treat employees unfairly.
5. Hide your light under a bushel.

CHALLENGE/PROPOSAL STATEMENTS

A major challenge in the arena of management is TO MAKE THE PROJECT EFFECTIVE.

This can be addressed by:

1. Visible community results.
2. Measuring impact of the mission.
3. Following proven management practices.

A major challenge in the arena of management is ACHIEVING AND MAINTAINING A HIGH LEVEL OF QUALITY.

This can be addressed by:

1. Recruiting qualified staff.
2. Setting standards of performance.

A major challenge in the arena of management is ACHIEVING OBJECTIVES WITHIN APPROVED BUDGET.

This can be addressed by the following:

1. Following effective, proven management practices.
2. Maintaining tight fiscal control.

A major challenge in the arena of management is THE STAFF UNDERSTANDING PROJECT GOALS AND MISSION.

This can be addressed by:

1. Utilizing team management and problem solving approaches.
2. Conducting on-going staff workshops.

A major challenge in the arena of management is TO HAVE FORCEFUL APPROPRIATE COMMUNICATION.

This can be addressed by:

1. Using mass media.
2. Creating writing professionally.
3. Holding speaking engagements.

FUTURE DIRECTIONS

The following strategic directions were stated by the Project Management group:

A project must choose an overall strategy suited to its funding, organization and other challenges. There are four basic strategies for project management:

1. Go for short term results.
2. Go for permanent change.
3. Do both.
4. Take the cheapest route.

SESSION FOUR

In this session the question was one of "how"--how can rural development be accelerated across the South? In four geographical groupings the participants named key actions and practical steps for accomplishing the actions. In many cases the steps were concretely who, what, where and when. Several symposia on a more localized basis are already in the initial planning stages. A fifth group made recommendations for a workable form of directory of self-help rural and community-based projects that would be available to anyone.



Hard listening and quick thinking were both a part of workshop participation.

PARTICULAR IMPLICATIONS

EASTERN SEABOARD

In order to accelerate rural development the key action is CONDUCTING LOCAL SYMPOSIA.

We recommend that:

1. Organizations and resource people be identified and selected.
2. A planning process approach be utilized.
3. Target population be identified.
4. Symposia be publicized through all media.
5. Forums be conducted for strategic populations, i.e. farm shows, health care.
6. Appropriate topics for discussion be selected.

In order to accelerate rural development the key action is ENCOURAGING CHURCH INVOLVEMENT IN SOLVING COMMUNITY PROBLEMS.

We recommend that:

1. Churches be contacted to identify issues that the local church is concerned with.
2. Awareness be raised of problems in the community.
3. Project proposal package identifying issues be written.
4. Training workshops for church members to set up to identify issues.
5. Church committees get out into the community to assist in solving problems.

In order to accelerate rural development the key action is INTENSIVE NETWORKING.

We recommend that:

1. A directory of Human Development Services be created to identify and introduce groups and agencies to each other.
2. Inter-agency Councils be organized.
3. Working coalitions relative to specific problems be formed.
4. Awareness be promoted through the media.
5. A monthly newsletter to all rural development groups in a geographic or interest area be published and sent.

MISSISSIPPI/LOUISIANA

In order to accelerate rural development the key action is LABOR INTENSIVE ECONOMIC DEVELOPMENT for and by local people.

We recommend that:

1. A return to the land self-sufficiency movement.
2. Agro-industry including production and processing.
3. Self-owned economic projects for marginal minority groups (e.g. MOMS)
4. Gearing all infrastructures (schools, roads, tax systems, marketing) to local economic self-sufficiency (e.g. Natchitoches' monthly citizen's planning luncheon.)

In order to accelerate rural development the key action is RESEARCH DOCUMENTATION OF NEEDS AND RESOURCES.

We recommend:

1. Surveying projects around the area.
2. Surveying needs of the area.
3. Compiling a community resources inventory.
4. Documenting projects that work.

In order to accelerate rural development the key action is STIMULATING MOTIVATION, COOPERATION AND PARTICIPATION toward self-determination.

We recommend that:

1. People be involved in helping each other.
2. Local leadership for projects be supported.
3. People be involved on the grassroots level.
4. Four-sector coalitions (private, public, voluntary and local community) work together.

ARKANSAS/TEXAS

In order to accelerate rural development the key action is MOTIVATING LOCAL ACTION TO PROVIDE INPUT TO PUBLIC FUNDING PRIORITIES.

We recommend:

1. A meeting of the International Community Leadership Project and the Institute of Cultural Affairs take place in May to discuss cooperati ng in setting up a one day symposium for Arkansas.
2. Formation of a steering committee composed of the Governor's Office of Rural Development, the Arkansas Success Southern Style committee, and the ICLP to meet monthly to organize a rural development network.
3. A one-day symposium on rural development in Arkansas in October, 1983 in conjunction with the State Fair.
4. The compilation of a comprehensive list of Arkansas rural develop-ment efforts and people by Januray 1984.

ALABAMA/TENNESSEE

In order to accelerate rural development the key action is CREATION OF REGIONAL GROUPS OF RURAL DEVELOPERS.

We recommend;

1. Form a steering committee to meet within three months.
2. Research at the local level to discern goals, objectives, commonalities.
3. Hold a series of local meetings

THE DIRECTORY OF RURAL COMMUNITY DEVELOPMENT

Some decisions were made as to values to be held in compiling a directory; that it be computerized, that it contain project descriptions, that it have contact names, and also be organized by arenas and functions as well. It would need to be flexible so you could call or send for a printout as well as obtain it onto a terminal.

How people would know about it was also planned. We can "cover Dixie like the dew" was one description. Rural development policy departments, T.V., radio, local newspapers, person to person contacts, agencies and associations, police departments would be sources.

Next steps would be to;

1. Contact Rural America in Washington, D.C.
2. Contact Office of Rural Development Policy of USDA.
3. Begin with the 2,000 nucleus from the rural development symposia.
4. Contact National Governors' Associations re: funding and delivery.
5. Tap into the Technical Rural Information Assistance Network.
6. Tie into a computer system like Control Data, Rand Corp, etc.
7. Get RDS participants to disseminate to those without computer access.
8. Get state Extension Agents to put into weeklies and dailies.

SUCCESS SOUTHERN STYLE

presents

-- a celebration of Southern culture --

* *Country Kitchen Dinner*

*Deep Fried Southern Style Chicken
Country Fried Steak
Broiled Buttered Cabbage w/Bacon
Blackeyed Peas and Ham Hocks
Turnip Greens w/Diced Turnips
Mashed Potatoes and Gravy
Cheese Grits or Hominy
Sliced Tomato & Onion Salad
Potato Salad
Pickled Beets
Corned Muffins
Homemade Biscuits & Honey
Bread Pudding w/Pineapple Sauce
Fresh Lemonade and Iced Tea*

* *BOOKER T. LAURY*

*A native Memphian and blues artist
of national and international reknown,
Mr. Laury began his career on Beale
Street back in the thirties and has
played the world over.*

* *FILMS from the Center for Southern
Folklore*

"Give My Poor Heart Ease"

"Four Women Artists"

"Something shapes people. It's the world in which they act that makes their experience. It furnishes the economic background that one grows up in and the folkways, and the stories that come down to you in your family. It's the fountainhead of your knowledge and experience. One of the reasons southerners have this to talk about is they don't have much else to talk about. It's their source of entertainment besides their source of knowledge. You've got, the family tales while away a long winter evening and that's what they have to draw on, especially in the little hamlets where people sit on the store porch and talk in the evenings. All they have to talk about is each other, and what they've seen during the day and what happened to so and so. It also encourages our sense of exaggeration and the comic, I think, because tales get taller as they go on. It is a pleasure and an entertainment, but it's also something of deep significance to people. In a way, I think southerners care about each other, about human beings, in a more accessible way than some other peoples. We can reach our feelings more easily."

Eudora Welty
from Four Women Artists



"The Blues is about life...it's feelings...it's a part of everyday--it's not just about when a man loses his woman or when a woman loses here man--it's when you can't pay the rent--you've got the Blues everyday and there's only one way to shake 'em and that's to die."

Booker T. Laury

SPONSORS

THE INSTITUTE OF CULTURAL AFFAIRS -- a private, non-profit organization concerned with serving the worldwide need for local self-development of communities and organizations. In the South, the ICA has offices in Memphis, Houston, Dallas and Atlanta.

SOUTHERN RURAL DEVELOPMENT CENTER -- One of four regional centers that coordinates cooperation between Research and Extension staffs at land-grant institutions across the South to provide technical consultation, research, training and evaluation services for rural development. The SRDC is located at Mississippi State University in Starkville.

MEMPHIS STATE UNIVERSITY -- A comprehensive urban university serving the Mid-South through teaching, research and public service. The MSU University Center served as the conference site.

SUPPORTING ORGANIZATIONS

Governor's Office of Voluntary Citizen Participation, State of Mississippi

Governor's Office of Elderly Affairs, State of Louisiana

Department of Agriculture, State of Louisiana

Department of Agriculture, State of Mississippi

Heifer Project International, Little Rock, Arkansas

Association of Migrant Organizations, Tallahassee, Florida

Habitat for Humanities, Americus, Georgia

Human Resources Development Center, Tuskegee Institute

International Center for Aquaculture, Auburn University

STEERING COMMITTEE

Ms. Janice Apted
Texas Medical Center Library

Mr. John B. Clark
Cooperative Extension Service
University of Arkansas

Mr. Jesse Clements
Institute of Cultural Affairs

Mr. Robert L. Collier
Memphis State University

Mrs. Frances Crain
Retired, Memphis

Mr. Rod Hall
Student, Delta State University

Mr. Fred Huenefeld
Louisiana State Soil and Water
Conservation Committee

Mrs. Sue H. Jones
Southern Rural Development Center

STEERING COMMITTEE, continued

Dr. William W. Linder
Southern Rural Development Center

Dr. George R. Livermore
Retired, Memphis

Dr. Joseph Morris
Tennessee State University

Dr. Thanh D. Nguyen
Heifer Project International

Mr. Victor K. Ray
Retired, Little Rock, Arkansas

Ms. Lynette Pennington
Institute of Cultural Affairs

Ms. Linda Shelby
Save the Children
Arkansas Delta Project Office

Mrs. Mary M. Smith
Institute of Cultural Affairs

Dr. Marjorie Swacker
City of Memphis

Mrs. Rose Worden
Institute of Cultural Affairs

Ms. Alfrieda Wilkins
Institute of Cultural Affairs

Mr. J.B. Williams
Cooperative Extension Service
University of Arkansas

Ms. Ruth D. Wilson
Governor's Office of Voluntary
Citizen Participation, State of
Mississippi

Mr. David Zahrt
Institute of Cultural Affairs

PARTICIPATING ORGANIZATIONS

NORTH CAROLINA

North Carolina A & T State University, Land Ownership Project
Greensboro
North Carolina Office of Rural Health Services
Raleigh

TEXAS

American Association of Small Cities
Austin
Texas Medical Center
Houston
Institute of Cultural Affairs
Dallas & Houston

SOUTH CAROLINA

Governor's Division of Rural Development and Special
Economic Assistance
Columbia
Clemson University, Cooperative Extension Service
Clemson

MISSISSIPPI

Alcorn State University Cooperative Extension Programs
Lorman
Tennessee-Tombigbee Project Area Council
Columbus
Miter, Inc.
McComb
Emergency Land Fund
Jackson
Coahoma Opportunities, Inc.
Clarksdale
Quitman County Development Organization
Marks
Quitman County Federal Credit Union
Marks
Governor's Office of Voluntary Citizen Participation
Jackson
Mississippi State University Cooperative Extension Service
Starkville
Southern Rural Development Center
Starkville

Voice of Calvary Ministries

Jackson

Hick & Cox Furniture, Inc.

Florence

Piney Woods School

Piney Woods

ALABAMA

Alabama Power Company

Birmingham

The Southern Tenant Farmer's Union

Montgomery

Community Action Agency

Anniston

CASA Care Assurance for Aging/Homebound

Jackson & DeKalb Counties

Tuskegee Institute, Human Resources Development Center

Tuskegee

West Alabama Health Services, Inc.

Presbyterian Community Ministry

Auburn

Rural Women's Network

Greenville

GEORGIA

Colquitt Children's Health Center

Colquitt

Habitat for Humanity

Americus

Institute of Community and Area Development

University of Georgia

Athens

University of Georgia Cooperative Extension Service

Community Development

Athens

Fort Valley State College, Cooperative Extension Programs

Fort Valley

Institute of Cultural Affairs

Atlanta

ARKANSAS

East Arkansas Produce Marketing Association

Forrest

SEARK Human Resource and Community Development Organization

Dermott

Family Farm Development Network

Magnolia

Office of Human Concern

Rogers

Lee County Cooperative Clinic

Marianna

Winrock International
Morriston
Central Arkansas Area Agency on Aging
Little Rock
Jefferson Comprehensive Care Center, Inc.
Pine Bluff
Save the Children Federation, SC-Arkansas Delta Project
Madison
University of Arkansas Cooperative Extension Programs
Pine Bluff
University of Arkansas Cooperative Extension Service
Community Development
Little Rock
Arkansas Council of Farmworkers
Little Rock
Arkansas Vegetable Growers & Marketing Association
State Office on Aging, Arkansas Department of Human Services
Little Rock
Arkansas Land and Farm Development
Forrest City
USDA-ACS
Pine Bluff

TENNESSEE

Tennessee Valley Authority
Nashville
Northwood Park Tenants' Association
Memphis
JAHAN
Lexington
Rossville Community Health Center
Rossville
Woodland Community Land Trust
Clairfield
Appalachian Community Development
Clear Fork Valley Coordinating Committee
Roses Creek
Ashland City Community Project
Ashland
South Guthrie Community Development
South Guthrie
Chelsea Community Coordinating Committee
Memphis
Beale Street Development Corporation
Memphis
St. Peter's Home for Children
Memphis
Dyer County Extension Service
Dyersburg
Tennessee State University, Community Development
Nashville
Southwestern at Memphis
Memphis

Kansas St. Project Area Committee
Memphis
Mountain Women's Exchange
Agricultural Extension Service, University of Tennessee
Memphis
Institute of Cultural Affairs
Memphis

LOUISIANA

St. Mark's & Felicity Churches
New Orleans
Institute for Indian Development
Baton Rouge
Natchitoches Parish Tourist Commission
Natchitoches
Institute of Cultural Affairs
New Orleans

VIRGINIA

Virginia Polytechnic Institute and State University
Cooperative Extension Service
Blacksburg
Virginia State University, Cooperative Extension Programs
Petersburg

FLORIDA

Florida A & M University
Tallahassee

MICHIGAN

Retired Service Volunteer Program
Detroit

PARTICIPANTS

ADAMS	JOSEPH	233 EAST HAMILTON ST	JACKSON	MS 39202
ALLEN	GEORGE	P. O. BOX 14616	BATON ROUGE	LA 70898
APTED	JANIS	5465 BRAESVALLEY #588	HOUSTON	TX 77096
BAILEY	WILLIAM	940-A TENISON MEM'AL	DALLAS	TX 75223
BAKER	DON	1748 OLD HICKORY	ATLANTA	GA 30032
BRADFORD	ROBERT	410 VICTORY GARDEN	TALLAHASSEE	FL 32301
BRADY	PITSON	530 W ATKINS	MARIANNA	AR 72360
BROADWAY	DIANE	36 TIMBERLAND	LITTLE ROCK	AR 72204
BROWN	MICHAEL	ROUTE 2 BOX 103	LA FOLLETTE	TN 37766
BROWN	CARL	P.O. 125	DARLING	MS 38623
BROWN	BILL	506 E SPRUCE ST.	ROGERS	AR 72756
BUSH	MARTHA	ROUTE 2 BOX 69	COLQUITT	GA 31737
BUTLER	L. B.	1002 WALL ST	MCCOMB	MS 39648
CAVAZOS	MARY M.	1314 ED CAREY DR	HARLINGEN	TX 78550
CHEEKS	RABON	530 W ATKINS	MARIANNA	AR 72360
CIRILLO	MARIE	ROSES CREEK	EAGAN	TN 37715
CLARK	ESSIE	418 MAGNOLIA STREET	JACKSON	MS 39203
CLARK	RICHARD	418 MAGNOLIA STREET	JACKSON	MS 39203
CLARK	JOHN B	2205 FOREST KNOLL	PINE BLUFF	AR 7160
CLARKE	WINFREY	BOX 540 VA STATE UNI	PETERSBURG	VA 23803
CLAY	VALERIE	602 CATCHING ST	MARKS	MS 38646
CLEMENTS	JESSE	1520-B EUTERPE	NEW ORLEANS	LA 70130
COLLIER	CLIFTON	530 W. ATKINS BLVD	MARIANNA	AR 72360
COOK	G. ROBERT	1205 PENDLETON ST.	COLUMBIA	SC 29201
CUNNINGHAM	VANN	1719 WEST END #400	NASHVILLE	TN 37203
DAVIS	LARNELL	1515 WEST 42ND	PINE BLUFF	AR 71603
DERRICK	MICHAEL	RT 2 BOX 268	CEDAR GROVE	TN 38321
DOLLAR	EDITH	1515 WEST 42 AVE	PINE BLUFF	AR 71603
DUKES	W. A.	RT.1 BOX 108 B	SHERRILL	AR 72152
EASON	JOHN	530 W ATKINS BLVD	MARIANNA	AR 72360
FESKE	MILLICENT	519 DAUPHINE #10	NEW ORLEANS	LA 70112
FORMAN	ALICE M.	P.O. BOX #595	EUTAW	AL 35462
GARRETT	MARILYN	ROUTE 3 BOX 309	OPELIKA	AL 3680
GETZ	WILL	RT. 3	MORRILTON	AR 72110
GOLDBERGER	BETTY	1515 WEST 42ND AVE	PINE BLUFF	AR 71603
GOVAN	HELEN F.	1655 ST. CHARLES ST.	JACKSON	MS 39209
GOVAN	DONALD	1433 GRAND AVE.	JACKSON	MS 39203
HALL	ROD	PO BOX 87	PACE	MS 38764
HEARD	BILLY	159 BEALE	MEMPHIS	TN 38103
HEIGES	SHARON	3350 WEST JACKSON BL	CHICAGO	IL 60624
HENRY	MARK	BARRE HALL	CLEMSON	SC 58201
HERRING	DOROTHY	5565 Shelby Oaks Dr.	Memphis	TN 38134
HICKS	JOSEPH	ROUTE 2	FLORENCE	MS 39073
HOFFACKER	MARK	528 QUEEN STREET	COLUMBIA	SC 29205
HOOKER	JERRY	RT. 1 BOX 55-A	ASHLAND	TN 37015
HOWELL	FERN	1205 PENDLETON STREET	COLUMBIA	SC 29201
HUNTER	KERMIT	1797 EVELYN	MEMPHIS	TN 38114
HUNTER	JOE	1800 LAURADALEA DR.	NEW ORLEANS	LA 70114
IKE	ALBERT	240 KINGS ROAD	ATHENS	GA 30606

PARTICIPANTS

JACKSON	ROBERT	P.O. BOX 386	MARKS	MS 38646
JAMISON	LEILA	1205 PENDLETON	COLUMBIA	SC 29201
JINKS	JOY	BOX35	COLQUITT	GA 31737
JOHNSON	EMMA LOU	17 CHRISTOPHER WAY	ANNISTON	AL 36201
JOHNSON	CHARLES	17 CHRISTOPHER WAY	ANNISTON	AL 36201
JOHNSON	HENRIJEAN	1134 BREEDLOVE	MEMPHIS	TN 38107
JONES	MARY	1146 BREEDLOVE	MEMPHIS	TN 38107
JONES	SUE	BOX 5406	MISS STATE	MS 39762
JOPLIN	BRENDA	130 S. BEECH ST,	FORREST CITY	AR 72335
KELLEY	GAIL T.	310 GLASCOCK ST.	RALEIGH	NC 27604
KILGORE	JUDITH	RFD 1, BOX 680	STARKS	ME 04911
KILGORE	CLYDE	ROUTE 3	CLARKSVILLE	TN 37040
KING	CALVIN	P.O. BOX 1137	FORREST CITY	AR 72335
KING	WILLIAM	PO BOX 495	BROWNSVILLE	TN 38012
KRUEGER	PATRICIA	530 W ATKINS	MARIANNA	AR 72360
KUEHNER	SUSAN	706 WEST 4TH	N. LITTLE ROCK	AR 72119
LACY	LEROY	204 N. WASHINGTON	FORREST	AR 72335
LEWIS	OSIE	1022 PEABODY	MEMPHIS	TN 38104
LEWIS	EDGAR	P.O. BOX 171 UA PB	PINE BLUFF	AR 71601
LINDER	CAROLYN	705 PERSIMMON DR.	STARKVILLE	MS 39759
LINDER	WILLIAM	705 PERSIMMON DR.	STARKVILLE	MS 39759
LIVERMORE	GEORGE	1705 MASEEY ROAD	MEMPHIS	TN 38119
LONG	WILLIAM	2260 HENRY AVE.	MEMPHIS	TN 38108
LONGSTRETH	MARY Z,	1210 PEABODY AVENUE	MEMPHIS	TN 38104
MARVIN	GRACE	2000 N. PARKWAY	MEMPHIS	TN 38112
MCCLESKEY	DAVID	4750 N.SHERIDAN RD	CHICAGO	IL 60640
MCCRAY	SAMUEL	ROUTE 1 BOX 94	MARKS	MS 38646
MITCHELL	H.L.	PO BOX 2617	MONTGOMERY	AL 36105
MIXON	BOBBY	P O BOX 2643	PRAIRIE VIEW	TX 77445
MOORE	ELLA	RT 1, BOX 30	MARKS	MS 38646
MORAN	MYRA	2 SO ROAD TERR	LITTLE ROCK	AR 72207
MYERS	CHARLES	2343 VANDALE AVE.	MEMPHIS	TN 38108
NASH	JOYCE	RT.1 BOX 57	STEPHENS	AR 71764
NASH	CHARLES	PO BOX 1700	MAGNOLIA	AR 71753
NGUYEN	THANH	825 W, 3RD ST.	LITTLE ROCK	AR 72201
NOEL	ANTHONY	4750 N. SHERIDAN	CHICAGO	IL 60640
NOVAY	TERRI	1743 CAPRI RD	MEMPHIS	TN 38117
OSBORNE	HAROLD	PO BOX 2	CLAIRFIELD	TN 37715
PARK	YOUNG SOON	4207 CHARTRES	HOUSTON	TX 77004
PENNINGTON	LYNETTE	4207 CHARTRES	HOUSTON	TX 77004
PETERSON	MARY LOU	1748 OLD HICKORY ST	DECATUR	GA 30032
RANDLE	GEORGIA	530 W ATKINS	MARIANNA	AR 72360
RANN	EMERY	PO BOX 21332	GREENSBORO	NC 27420
RAUSCH	TONIE	SOUTH MAIN	LEXINGTON	TN 38351
RICH	NEEL	310 WEST VALLEY ST.	ABINGDON	VA 24210
ROGERS	CHARLETTA	204 NORTH WASHINGTON	FORREST CITY	AR 72335
SANDS	BLASE	4207 CHARTRES	HOUSTON	TX 77004
SCOTT	NORMA	530 W ATKINS BLVD	MARIANNA	AR 72360
SCOTT	MAE	1003 SCOTT	DYERSBURG	TN 38024

PARTICIPANTS

SCOTT	RON	65550 THIRD	DETROIT	MI 48301
SCOTT	VINCENTE	4750 SHERIDAN RD	CHICAGO	IL 60640
SHAW	HELEN	4006 ALMARION DR.	ROLLINGWOOD	TX 78746
SHEFFIELD	ANN	RT 1 BOX 171	DAMASCUS	GA 31741
SHROPSHIRE	CONNA	1049 MAGNOLIA AVE	LOS ANGELES	CA 90006
SHUMWAY	PETER	137 DEERTREE DRIVE	ATHENS	GA 30605
SIMS	RICHARD	1748 OLD HICKORY	DECATUR	GA 30032
SMITH	MARY M.	1210 PEABODY AVE.	MEMPHIS	TN 38104
SMITH	GRAYSON	164 ERICSON	CORDOVA	TN 38018
SMITH	DONNA	P.O. BOX 214	GREENVILLE	AL 36037
SPENCE	JOHN M.	P O BOX 2641	BIRMINGHAM	AL 35291
STAGGERS JR	ROBERTT	P.O. BOX 28	DERMOTT	AR 71638
SWISHER	TED	419 W. CHURCH ST.	AMERICUS,	GA 31709
TAAL	KANNY	P.O. BOX 1046	TUSKEGEE INST.	AL 36088
TILLMAN	CHARLES J	BOX 479	LORMAN	MS 39096
VIDRINE	MEDIAN	P O BOX 32	TUSKEGEE INST	AL 36088
VOSS	JANET	855 CRAWFORD	DYERSBURG	TN 38024
WALDROP	BEVERLY	RT.2 BOX 476	SCOTTSBORO	AL 35768
WARD	EARNEST	GENERAL DELIVERY	PINEY WOODS	MS 39148
WEGNER	SUSAN	4207 CHARTRES	HOUSTON	TX 77004
WEILAND	ERIC	PO BOX 4241 ASHER ST	LITTLE ROCK	AR 72114
WHITEHEAD	TOM	ROUTE 5, BOX 308	NATCHITOCHE	LA 71457
WILBERT	BERTHA	943 FLORIDA ST.	MEMPHIS	TN 38106
WILKINS	ALFRIEDA	4207 CHARTRES	HOUSTON	TX 77004
WILKINSON	ROBERT	1741 GAYLORD ST.	DENVER	CO 80206
WILLIAMS	J . B.	2009 BROWNWOOD RD.	LITTLE ROCK	AR 72207
WILLIAMS	NOLAND	1719 WEST END SUITE 400	NASHVILLE	TN 37203
WILLIAMS JR.	YORK W.	800 N, NORWOOD ST.	DERMOTT	AR 71638
WILLINS	CAROLYN	P.O. BOX 266	MADISON	AR 72359
WILSON	ANGELA	1602 FORREST AVE. N.	FORT PAYNE	AL 35967
WILSON	RUTH	802 N STATE ST, SUITE 103	JACKSON	MS 39209
WOODSON	CORA	530 W ATKINS	MARIANNA	AR 72360
WORDEN	ROSE	1748 OLD HICKORY ST	DECATUR	GA 30032
WORDEN	ROD	1748 OLD HICKORY ST.	DECATUR	GA 30032
WRIGHT	CLARENCE	P.O. BOX 266	MADISON	AR 72359
ZAHRT	DAVID	1210 PEABODY	MEMPHIS	TN 38104
ZAHRT	LIN	1210 PEABODY AVE.	MEMPHIS	TN 38104
ZAHRT	JAY	1210 PEABODY	MEMPHIS	TN 38104

PROJECT: Agricultural Extension Program
PO BOX 479
Lorman , MS 39096

CONTACT: Dr. Charles Tillman ,
Office: Home: (601)877-2916

OBJECTIVES: To make self-help catch on

ACCOMPLISHMENTS: Recreational site erected, food program for elders,
day care for childn, church yd beautification, comty
cleanup, getting a firetruck, sm. business develmt.

PROJECT: Alabama Council on Human Relations
PO Box 409
Auburn , AL 36830

CONTACT: Nancy Spears ,
Office: 205-821-8336 Home:

OBJECTIVES: To improve the lives of the poor in Alabama thru
educ & skills necessary to achieve a higher stndrd
of living through educ, advocacy, & comty organiz.

ACCOMPLISHMENTS: Head Start serving 600 children and families
formation of an International Hunger coalition
weekly radio program

PROJECT: Ashe Co. Council on Aging, Inc.
P.O. Box 181
Jefferson , NC

CONTACT: Patrick J. Considine ,
Office: (919) 246-2461 Home:

OBJECTIVES: To provide alternative long term care to very old
and frail adults who have been determined to need
institutional care

ACCOMPLISHMENTS: Increased public awareness of value of older workr
coordination of public resources of 5 agencies,
provide older adults with quality in home care

PROJECT: Ashland City Tommorow, Phase I
Mayor's Office
Ashland City , Tn 37015

CONTACT: Jerry Hooker ,
Office: 615-792-5500 Home: 615-792-3512

OBJECTIVES: Improve community spirit, attitude and awareness
Install solid-waste management in county, renovate
County Court House with community cooperation

ACCOMPLISHMENTS: Community Pride Improved-Gov. Lamar to Community
County Court House renovated as focal point
Downtown area revitalized

PROJECT: Beale Street Development Corporation
159 Beale Street
Memphis , TN 38103

CONTACT: Billy Heard , Executive Director
Office: 901/522-9260 Home:

OBJECTIVES: To recreate musical open air atmosphr that once
existed and flourished on Beale Street. Also to
attract tourists and Memphians to downtown area.

ACCOMPLISHMENTS: Lease Beale St from City, sub-lease to Elkington &
Keltner who lease to indiv tenants, secured necess
funding for developmt, plan to open in September.

PROJECT: Black Artists' Guild, Inc.
1002 N. McIllewean St.
Kinston , NC

CONTACT: Milton Pollock ,
Office: (919) 523-0003 Home:

OBJECTIVES: Encourage high artistic standards,
alleviate problems facing black artists,
preserve Afro-American cultural heritage

ACCOMPLISHMENTS: Visual art exhibits, theater productions, variety
shows, classical music, workshops, festivals

PROJECT: Build Your own Storm Window
PO Box 2641
Birmingham , Al 35291

CONTACT: John M. Spence ,
Office: 205-250-4434 Home:

OBJECTIVES: Promote low cost storm windows through vocational
education program

ACCOMPLISHMENTS: Students learn skills
Improves energy efficiency for their home
Provides service to low income community citizens

PROJECT: CASA of Jackson County
Route 2, Box 476
Scottsboro , AL

CONTACT: Beverly Waldrop , Director
Office: 205/587-6792 Home: 205/587-6792

OBJECTIVES: Fulfill the following services thru use of volntrs:
homemaking, sitting, phone reassurance, transport,
shopping, meals, comty educ, informatn & referrals

ACCOMPLISHMENTS: Better health care, public awareness, helping
people feel like valuable assets to their
community.

PROJECT: Center for Arkansas Studies-UALR
33rd and University Ave
Little Rock , AR 72204

CONTACT: Myra Moran , Executive Secretary
Office: (501) 569-3330 Home:

OBJECTIVES: Emphasize the many facets of life,
facilitate use of Ark history within schools ,
encourage publishing of Ark history textbook/mtls

ACCOMPLISHMENTS: Heritage fair on campus, history day, continuing
relatnshp w/ Sec of State:recognition of Jr League
(LR) as one of its new projects - 1983-4

PROJECT: Clear Fork Valley Coordinating Committee
PO Box
Clairfield , TN 37715

CONTACT: Marie Cirillo ,
Office: 615-784-6832 Home:

OBJECTIVES: Support local initiatives. Help connect one
initiative with another. Keep committment carried
through one grassroots effort to another.

ACCOMPLISHMENTS: Help organize about 10 local groups & 5 regional
groups. Connecting groups with each other, with
Rural American Women, & with TVA.

PROJECT: Coahoma Opportunities, Inc
313 Issaquena Ave
Clarksdale , MS 38614

CONTACT: Troy Catchings , Exec. Dir
Office: 601-627-7838 Home:

OBJECTIVES: To eliminate poverty by using the public & private
sectors

ACCOMPLISHMENTS: Establishing a community wide food bank, getting
the county & city school system to implement the
school breakfast program.

PROJECT: Community Health Educational Programs
UGA
Athens , GA 30602

CONTACT: Peter E. Shumway ,
Office: 404-542-3421 Home:

OBJECTIVES: CRD exists to provide educational resources and
technical assist to comty ldrs in order to help
make decisions and efficiently utilize resources.

ACCOMPLISHMENTS: Raised level of consciousness concerning
individual and community health, placed doctors in
rural communities.

PROJECT: Community Resource Development
151 Everett Ave
Dyersburg , TN

CONTACT: John L. Singleton ,
Office: 901-285-4781 Home:

OBJECTIVES: To devlp comty orgzns in order to join local actn
w/ federal & state action, to facilitate monthly
meetings with both.

ACCOMPLISHMENTS: Monthly CRD meetings with resource person from
state & Federal agencies, annual awards & achieve-
ment recognition

PROJECT: Corporate Child Development Fund for Texas
510 S. Congress, Suite 122
Austin , TX 78704

CONTACT: Bruce Esterline , Director
Office: (512) 478-9741 Home:

OBJECTIVES: Increase the quality/quantity of needed child care
services in rural Texas by bringing together the
resources of the public and private sectors

ACCOMPLISHMENTS:

PROJECT: Delta Maternity Center
108 N Main
Dermott , Ar 71638

CONTACT: Carolyn Vogler ,
Office: 501-538-5967 Home:

OBJECTIVES: Provide low cost quality maternity care-humane
compassionate care that will support mothers and
develop better mother & child care.

ACCOMPLISHMENTS: Have saved the consumer & taxpayer \$60-70,000 per
year in maternity care costs. Good healthy babies
Prevented prematurity, toxemia, retardation

PROJECT: District Alliance of Neighborhood Associations
943 Florida St.
Memphis , TN

CONTACT: Mrs. Bertha Wilbert ,
Office: 901-774-3632 Home:

OBJECTIVES: To be involved in helping to make the communities
better by any means possible.

ACCOMPLISHMENTS: Serving on boards & committees, being a liason
between government & people, keeping as well
informed as possible.

PROJECT: Emergency Land Fund
564 Lee St SW
Atlanta , GA 30310

CONTACT: Joseph Brooks , President
Office: 404/758-5506 Home:

OBJECTIVES: Reverse the land-loss trend and help put land
back into the hands of black landowners thru educ
workshops and financial land use guidance.

ACCOMPLISHMENTS: Educating people about what is happening with
black-owned land & about racism in federal service
Develop't of Neighborhood Assoc of Landowners.

PROJECT: Family Health Services Program-Su Clinica Familiar
1314 Ed Carey Dr.
Harlingen , TX 78550

CONTACT: Francisco G. Gonzales , Executive Director
Office: (512) 428-4345 Home:

OBJECTIVES: To improve the health status of the residents,
primarily the indigent of Cameron and Willacy
Counties.

ACCOMPLISHMENTS: A viable health care delivery system to solve
medical problems, especially those who address
the unmet health needs of those less able to pay.

PROJECT: Fort Valley State College Cooperative Ext. Service
Box 4061, FVSC
Fort Valley , GA 31030

CONTACT: Clarence Williams, Jr. , Program Leader, CRD
Office: 912/825-6268 Home: 912/922-6251

OBJECTIVES: Provide and disseminate educational programs
to limited resource families.

ACCOMPLISHMENTS: Reach over 5,000 families/year through educational
projects: home economics, comty resource develmt,
agriculture and youth development.

PROJECT: Fortieth Ward Civic Club of New Chicago
1107 Argyle Ave.
Memphis , TN 38107

CONTACT: Mr Mathew Davis Jr , Pres
Office: 278-4770 Home: 526-6966

OBJECTIVES: A clean community and jobs for our people. Young
and old understanding each other.

ACCOMPLISHMENTS: Neighborhood rehabilitation--new streets, sidewalks
curbs and gutters, new houses, old houses torn
down, new parks, street names and block clubs

PROJECT: Foster Grandparent Program
Arlington Devel. Center
Arlington , TN 38002

CONTACT: Linda C. Brigance , Director
Office: 901/867-2921 Home:

OBJECTIVES: Involve low-income senior citizens in one to one
volunteer work with children with special needs.

ACCOMPLISHMENTS: Recruit, train, & supervise volunteer work in
social agencies: 48,000 hours of volunteer service

PROJECT: General Baptist State Convention of N.C.
603 So. Wilmington St.
Raleigh , NC 27601

CONTACT: Curtis Jackson ,
Office: (919) 821-7466 Home:

OBJECTIVES: To empower people to demand and better utilize
personal and community based resources for
health promotion.

ACCOMPLISHMENTS: Trained 600 health advocates in 8 counties.

PROJECT: Gov Division of Rural Devel & Special Eco Assist.
1205 Pendleton St
Cola , SC 29201

CONTACT: Karen Ross Grant ,
Office: 801-758-7804 Home:

OBJECTIVES: Expand participation of rural citizens in govt
affairs & self-help ventures; advocacy of rural
needs, facilitate participatn of minority business

ACCOMPLISHMENTS: Creation of grassroots comty based organizatns,
Appt of Gov Council on Rural Devel & Minorities,
Business Expansion Council

PROJECT: Habitat for Humanity
419 W Church St
Americus , GA

CONTACT: Ted Swisher ,
Office: 912-924-6935 Home:

OBJECTIVES: To build a decent house in a decent community for
people in need.

ACCOMPLISHMENTS: Ten overseas projects with over 300 houses built,
22 US projects with over 150 houses built

PROJECT: Habitat for Humanity, Mid-South Inc.
5149 Peg Lane
Memphis , TN 38117

CONTACT: Fran Collier ,
Office: Home: 901-683-1825

OBJECTIVES: To provide a decent house in a decent community
for all God's people in need.

ACCOMPLISHMENTS: Have temporary Board of Directors, incorporated by
state of Tenn. as non-profit organization

PROJECT: Idlewild Community School
1950 Linden Ave
Memphis , TN 38104

CONTACT: Helen Ann Brown , Community Education Coordinator
Office: 901-272-1898 Home:

OBJECTIVES: To draw support to the public school system by
attracting the community to the school for activ-
ities, making the school a community center

ACCOMPLISHMENTS: Brought together a coalition of school & neighbor-
hood individuals who were able to convince the
BD of ED to trade for gym used by school & comty

PROJECT: Inst. of Community and Area Development
300 Old College
Athens , GA 30602

CONTACT: Albert Ike , Associate Director
Office: 404/542-3350 Home:

OBJECTIVES: Making the resources of the university of GA
Javailable to GA communities for problem-solving in
community development, broadly defined.

ACCOMPLISHMENTS: Films on turpentine and grand jury.
Statewide conferences-citizen part'n, etc.
Community leadership development center.

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PROJECT: JONAH
Paramount Ofc Bldg
Lexington , TN 38351

CONTACT: Attracta Kelly , Exec. Director
Office: 901/424-1368 Home: 901/968-6782

OBJECTIVES: To organize low-income folks to determine their
future and speak for themselves

ACCOMPLISHMENTS: Housing rehabilitation, voter registration, bridge
& roads repaired, food co-op development, neighbor
hood center & playgrounds, nutrition programs

PROJECT: Jefferson Comprehensive Center, Inc.
P. O. Box 1285
Pine Bluff , AR 71613

CONTACT: Larnell W. Davis , Project Administrator
Office: (501) 541-7189 Home:

OBJECTIVES: Establish & maintain clinic facilities to care for
illness or disability provide comprehensive services,
preventive care: promote general health of community

ACCOMPLISHMENTS: 3 rural/3 urban clinics, providing comprehensive
health services to medically underserved residents
of area with population of approx 115,000

PROJECT: Lawn Improvement
North Memphis
Memphis , TN

CONTACT: Dorothy A Herring , Associate Extension Agent
Office: 901-521-2946 Home:

OBJECTIVES: To improve general appearance of the community
To initiate a sense of pride for home surrounds
To be knowledgeable of methods to acquire lawn

ACCOMPLISHMENTS: 85% of residents within the 5 streets participate
in neighborhood improvement

PROJECT: Lee Co Coop Clinic
530 W. Atkins Blvd.
Marianna , AR 72360

CONTACT: John A. Eason ,
Office: 501-295-5225 Home:

OBJECTIVES: To provide quality health care to an indigent
population

ACCOMPLISHMENTS: Nutrition of patient population, changed condition
due to spraying/rodent pesticides & medical
problems have decreased

PROJECT: Leflore-Bolivar Catfish Processing Plant
Rt. 2 Box 146
Drew , MS 38737

CONTACT: Edward L. Scott ,
Office: 601-658-0025 Home:

OBJECTIVES: Develop profitable business, develop trade
nationally, train workers to be skilled in
processing.

ACCOMPLISHMENTS: First black owned and operated catfish processing
plant in the USA.

PROJECT: Marlin-Falls Co. Comm for Health & Comnty Devel
P. O. Box 809
Marlin , TX 76661

CONTACT: Lucile Hampton , Executive Director
Office: (817) 883-5531 Home:

OBJECTIVES: To provide support in strengthening the family
unit.

ACCOMPLISHMENTS: Health screening to find problems and prevent more
serious ones, provide volunteers, after school
program improves academic performance, social life .

PROJECT: Memphis Health Center, Inc
360 E.H. Crump Blvd.
Memphis , TN 38126

CONTACT: Eric B. Taylor ,
Office: (901)775-2000 Home:

OBJECTIVES: Promoting health & welfare of residents of South &
North Memphis: providing quality health services
to the residents of Memphis with unmet needs

ACCOMPLISHMENTS: Have provided employment for a number of residents
Have met challenge of unmet health needs
Have served as an advocate for medically indigent

PROJECT: Mississippi Baptist Seminary
PO Box 10208
Jackson , MS 39209

CONTACT: Dr. Richard Brogan , President
Office: 601-944-1741 Home:

OBJECTIVES: To provide Theological education to all persons
regardless of academic preparation and background

ACCOMPLISHMENTS:

PROJECT: Mississippi Institute for Small Towns
5305 Executive Place, B
Jackson , MS

CONTACT: Harvey Johnson, Jr. ,
Office: 601-981-9737 Home:

OBJECTIVES: To provide development assistance to small,
resource-poor communities suffering from isolation
who are often overlooked in allocation of resource

ACCOMPLISHMENTS: Assist 5 towns to develop sanitary sewer systems
Assist 14 towns in improving water & sewer with
NDWP, prepare 20 CDBG applications, 68% success

PROJECT: Nacogdoches Teenage Parent Council, Inc.
3007 Chimney Rock #4
Nacogdoches , TX 75961

CONTACT: Nina Jackson ,
Office: (409) 569-5102 Home:

OBJECTIVES: Improve quality of life in families with teenagers
counseling for all members, information referrals,
parent education

ACCOMPLISHMENTS: Hold seminars, forums to increase problem-awareens
obtain, grants for direct services, maintain/coor-
dinate advocacy body composed of local people

PROJECT: Natchitoches Parish Tourist Training
P.O. Box 3
Natchitoches , La 71457

CONTACT: Betty Jones , Director
Office: 318-352-4411 Home:

OBJECTIVES: To provide training in what local tourist
attractions are and well as instruct individuals
in how to seek out information to tourist question

ACCOMPLISHMENTS: Hospitality industry personnel are more aware
Booklet has been published with key infomration
Entire community is aware of economic importance

PROJECT: North Carolina Worker Ownership Network
PO Box 3259
Durham , NC 27705

CONTACT: Martin D. Eakes ,
Office: 919-683-3016 Home:

OBJECTIVES: To build an econ. justice movement via bi-racial
community-based worker cooperatives

ACCOMPLISHMENTS: Guilford College Democratic Management Program
Workers' owned Sewing Co., New Bakery, Loan Corprtn
Films and articles produced

PROJECT: Office of Human Concern, Inc.
P.O. Box 756
Rogers , AR 72756

CONTACT: Steve Vanhook , Economic Development Director
Office: (501) 636-7301 Home:

OBJECTIVES: Local coalition vs. poverty, local citizens work together improve/enrich lives of all, bridges btwn poor/unpoor, govt/private, professionals/laymen

ACCOMPLISHMENTS: Substantial reduction of energy costs for hundreds of low income elderly home owners/public education impacting on thousands of persons.

PROJECT: Office of Rural Health, Georgia Southern College
PO Box 8148
Statesboro , GA 30460

CONTACT: J. Stephen Wright , PhD
Office: 912-681-5144 Home:

OBJECTIVES: To foster improved rural health through health manpower educational programs, research, continuing education, and public service.

ACCOMPLISHMENTS: BS Nursing Program, Family nurse-practitioner program, Cooperative Health Manpower Education Program, Rural Hospital Education Consortium

PROJECT: Piney Woods School
Post Office
Piney Woods , MS 39148

CONTACT: Ernest Ward ,
Office: 601-845-2214 Home:

OBJECTIVES: To educate students in a rural environment

ACCOMPLISHMENTS: Turning out students who will be able to achieve college education or hold on to a full time job.

PROJECT: Presbyterian Community Ministry
Route 3, Box 309
Opelika , AL 36801

CONTACT: Marilyn Garrett ,
Office: Home: 205/749-2655

OBJECTIVES: To improve housing

ACCOMPLISHMENTS: 16 new houses and 50 rehabilitated houses,
emergency assistance for rent, utilities, bills
short-term loans for emergencies.

PROJECT: Quitman County Development Center
PO Box 386
Marks , MS

CONTACT: Robert L. Jackson ,
Office: 601-326-4000 Home:

OBJECTIVES: To assist in the economic, social, physical and
fiscal development efforts of the predominantly
black & poor residents of Quitman Co.

ACCOMPLISHMENTS: Developed a real estate project which houses a
restaurant, thrift clothing, assembly hall, coin-
operated laundromat and office space.

PROJECT: Retired Senior Volunteer Program
136 S. Forrest
Camden , TN 38320

CONTACT: Doris Sears , Project Director
Office: 901-584-6060 Home:

OBJECTIVES: To provide meaningful opportunities for persons of
retirement age to participate in development and
progress of their communities by placing volunteer

ACCOMPLISHMENTS: 250 senior adult volunteers donated over 36,000 hrs
of service. They serve hospital, schools, nursing
home, head start..work with handicapped adults

PROJECT: Rossville Health Center
Hwy 57 PO Box 118
Rossville , TN

CONTACT: Kermit M Hunter ,
Office: 901-853-2291 Home:

OBJECTIVES: To provide quality health care at the least cost

ACCOMPLISHMENTS: Permanent \$600,000 Facility in area previously
without care: Nutritional feeding site: transpor-
tation

PROJECT: Rural Community Development Council
PO Drawer A
Tupelo , MS 38802

CONTACT: Harry A. Martin ,
Office: 601-842-4521 Home:

OBJECTIVES: To emphasize the total development of rural
communities, their resources and their people.

ACCOMPLISHMENTS: Lee Co. 3rd per/capita income in the state,
1st in cumulative progress in state, and
most highly industrialized area in state

PROJECT: Rural Day Care Assoc. of NE North Carolina
508 East Main St. Room 302
Elizabeth City , NC 27909

CONTACT: Carolyn Farrow-Garland ,
Office: (919) 338-1553 Home:

OBJECTIVES: Increase availability/improve quality of child day
care services for poor families in eastern N.C.
provide training/technical assistance to centers

ACCOMPLISHMENTS: Statewide attention to under-utilization of funds
assisted centers in identifying program funds
region-wide training in day care & child developmt

PROJECT: S. Guthrie Community Improvement Assn.
Montgomery County Route 3
Clarksville , Tn 37040

CONTACT: Clyde Kilgore , Pres.
Office: 615-485-9025 Home: 615-485-2256

OBJECTIVES: To better the community as a whole, cooperate &
realize the power that comes from working together

ACCOMPLISHMENTS: Beautification-lots, lights, ditches, garbage
Community Housing-21 new houses in 19 months
Community Ride Sharing-45 people on shifts, elders

PROJECT: S.E. Tenn Rural Development District
Suite 2300, 6000 Building
Chatanooga , TN 37411

CONTACT: Gene Bryan , Chairman
Office: 615-894-0013 Home:

OBJECTIVES: Overall development of 10+ counties

ACCOMPLISHMENTS: Environmental improvement..Moore County, establish
ment of conservation practice..Monroe County,
assisted with projects..Bradley, Mergs, & Grundye

PROJECT: SBA 503 Program
322 Federal Building
Jackson , MS 39269

CONTACT: Jack Spradling ,
Office: Home:

OBJECTIVES: To be an advocate of the small business
community

ACCOMPLISHMENTS: Existing projects

PROJECT: SOWEGA Council on Aging, Inc/Area Agency on Aging
PO Box 3249
Albany , GA 31706

CONTACT: Kay H. Hind , Executive Director
Office: 912-432-1124 Home:

OBJECTIVES: Improve the quality of life for the elderly in
providing unmet needs (14 county area)

ACCOMPLISHMENTS: Nine senior centers in rural counties: nutrition &
transportation(3urban), homemaker program thru
county DFCS

PROJECT: STFU Association Inc
PO Box 2617
Montgomery , AL 36105

CONTACT: H.L. Mitchell ,
Office: 205-265-4700 Home:

OBJECTIVES: Cultural, historical, education

ACCOMPLISHMENTS: Bringing together people--black & white, to look
at issues of concern for rural people

PROJECT: Save Our Soil
Courthouse
Trenton , TN 38382

CONTACT: Larry D. Kimery , Extension Leader
Office: 901-855-2061 Home:

OBJECTIVES: To demonstrate that soil erosion & water polution
can be reduced to tolerance without affecting
income.

ACCOMPLISHMENTS: Many people both farm & non-farm were made aware
the critical soil erosion problem.

PROJECT: Save the Children/Ark. Delta Project
442 Jefferson St Box 266
Madison , AR 72359

CONTACT: Clarence Wright , Director
Office: 501-633-9113 Home: 501-633-0118

OBJECTIVES: Enhance towns' ability to provide service to resi-
dents, create new organizn to fill gaps in service
strengthen ability of land owners to retain land

ACCOMPLISHMENTS: Organize & incorporate 2 community based self-help
Provision of management & technical assistance for
newly communties

PROJECT: Seark HumanResource/Community Development Org.Inc
800 North Norwood St.
Dermott , AR 71638

CONTACT: York W. Williams, Jr. , Administrator
Office: (501) 538-3219 Home:

OBJECTIVES: Engage in human resource, comty, & economic devel
activities, designed to create employment, job
opportunities & better living conditions

ACCOMPLISHMENTS: Organized 28 local community councils
7 local youth councils, 1 county youth council.
Incorporated an area organization

PROJECT: Solid Waste Management Education
PO Box 5406
MISSISSIPPI STATE , MS 39762

CONTACT: Dr. Thomas H. Loftin , Leader
Office: (601)325-3141 Home: (601)323-1577

OBJECTIVES: To improve the quality of life in small towns and
rural areas by assisting in the development of
efficient solid waste management programs

ACCOMPLISHMENTS: Direct technical assistance in 22 locations. Work-
shop at 6 state-wide meetings of elected officials
Information used by local decision makers

PROJECT: Tenn Assoc of Primary Health Care Centers, Inc.
Suite 204, 205 Reidhurst Av
Nashville, TN 37203

CONTACT: Jay Harrington,
Office: 615-329-2016 Home:

OBJECTIVES: Development of community based health care
delivery organizations

ACCOMPLISHMENTS: Tennessee is the only southern state which has not
had any primary care centers de-funded.

PROJECT: Texas Congress of Parents & Teachers
408 West 11th St.
Austin, TX 78701

CONTACT: Coylene Bohn, Program Director
Office: (512) 476-6769 Home:

OBJECTIVES: Promote welfare of childn/youth in home, school &
church, raise standards of home life, secure
adequate laws for care/protection of child/youth

ACCOMPLISHMENTS: Statewide parents alcohol and drug education prog
for parents concerned about their children
legislative advocacy resulting in drug laws

PROJECT: Town of Pace
PO Box 216
Pace, MS 38764

CONTACT: May Leflore,
Office: 601-723-6292 Home: 601-723-6375

OBJECTIVES: To be a community, work together to get low cost
housing and small industry

ACCOMPLISHMENTS: Day care center, Laundromat, Play Ground, new
water and sewer system

PROJECT: University of Arkansas of Little Rock
33rd and University
Little Rock , AR 72204

CONTACT: Dr. Howard G. Stephens ,
Office: (501) 569-3118 Home:

OBJECTIVES: Service delivery of education programs

ACCOMPLISHMENTS:

PROJECT: Voice of Calvary Ministries
1655
Jackson , MS 39203

CONTACT: Lem Tucker ,
Office: 601-353-1635 Home:

OBJECTIVES: Self-help progressive human development through
the Church

ACCOMPLISHMENTS: Health center, Thrift store, Co-op Housing Company
leadership training.

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**INTERNATIONAL
EXPOSITION
OF RURAL
DEVELOPMENT**



The *International Exposition of Rural Development* is a three-year program (1982-1985) designed to facilitate the exchange of effective approaches to rural development and to integrate them with local efforts. The first year (1982) entailed building a global network of concerned individuals and organizations who would ensure local input into the Exposition and the practical dissemination of its results. The second year (1983) focuses on local preparation in each of the 50 participating nations. This will include a series of Rural Development Symposia, documentation of local rural development projects and preparation of national exhibits. The culmination of this phase will be a ten-day plenary event in India in February 1984. At this event each nation's exhibits will be viewed and field workshops will be held on issues and trends in rural development. A document will be written on the key factors in successful rural development and the "how to's" in applying these approaches. In the third year (1985), results of the Exposition will be disseminated throughout the 50 nations.

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