



Economic Development Administration

Tuesday, March 28, 2006

Economic Development Today

A Telecast on Rural Entrepreneurship and Innovative Leadership 3:00 P.M. - 4:00 P.M. EDT

As part of the Economic Development Administration's continuing commitment to growing rural economies, this telecast will focus on "Rural Entrepreneurship and Innovative Leadership." Rural America is home to nearly a quarter of the nation's people and research findings reveal that rural America performs differently than the rest of the U.S. economy due to the changing technological and global challenges. Rural development initiatives are critical components for America's global stability and competitiveness in the world wide economy helping to fuel regions throughout America. While traditional economic development strategies have struggled to yield outcomes in rural communities in an era of increased global competition, there has been an increased emphasis on rural entrepreneurship and innovation. The panelists will address the following:

- Research findings on building support systems for rural entrepreneurs
- Success stories of how rural communities have developed from within
- Examples of entrepreneurs that have benefited from their unique local assets
- Lessons learned for rural communities to strengthen their workforce and tap into a world wide economy

The telecast will feature the Kellogg Foundation which has been at the forefront of developing a framework for economic development practitioners who are trying to implement the best ideas about entrepreneurship in their rural places. The foundation panelist will provide examples of innovative leaders. Two rural businesses will provide their experience and progress as sustainable innovative leaders in their regions.

Access Information

Ku-band: Galaxy 11, transponder 15
Orbitol slot: 91 degrees west
Downlink frequency: 12003 horizontal

C-band: Galaxy 4R, transponder 14
Orbitol slot: 99 degrees west
Downlink frequency: 3980 vertical

DISH Network: To view, you need a subscription to the DISH Network basic service package. The Universityhouse Channel is 9411. For programming information go to: www.universityhouse.nau.edu and click on schedule. Universityhouse will air the telecast on DISH Network at 4:00 PDT; 5:00 MDT; 6:00 CDT; and, 7:00 EDT.

Local Cable Access: Check with your local cable TV stations to find out if viewing is available in your area.

3:00 PM EDT ~ 2:00 PM CDT ~ 1:00 PM MDT ~ 12:00 PM PDT ~ 11:00 AM Alaska ~ 10:00 AM Hawaii

Host Organization and Contact Information

The National Association of Regional Councils is coordinating the telecasts. If you need additional information or have difficulty locating a viewing facility, contact Peggy Tadej at 202.986.1032, extension 224.



Moderator

Matthew E. Crow, *Director of Communications*,
E.D.A., U.S. Department of Commerce

Panelists

Dr. Richard Foster, *Vice President for Programs*,
Food Systems, Rural Development and
Leadership, W.K. Kellogg Foundation

Linda Baird, *Owner*, Little Kentucky Smokehouse,
Uniontown, KY

James W. Glasscock, *Owner/Manager*, Laurel
Creek Hardwood, Inc., Richwood,
W. Virginia

Technical Assistance Questions

2:30--3:00pm

Technical Support
1.800.537.6865, ext. 5200

How To Register

Register on-line through NARC's new event managementsystem at <http://www.narc.org/ed/ecodev-main.html>. You may also fax a form to 202.986.1038 or send it by mail. The telecast evaluation form can be found on NARC's website. A telecast registration form can be found on the next page.

Note: While this telecast is free, registration is recommended, and no permission or clearance is required for rebroadcast.



Telecast Registration Form

Economic Development Today
Rural Entrepreneurship and Innovative Leadership
Tuesday, March 28, 2006
3:00 PM – 4:00 PM EDT

Organization Name _____

Contact and Title _____

Address _____

City _____ State _____ Zip Code _____

Telephone _____ E-Mail _____

Fax Number _____ Web site Address _____

Subscriber Site Information

Site Location _____

Contact Name _____

Site Phone _____

Number of Viewers _____

Contact Information

If you have questions call Peggy Tadej at 202.986.1032, extension 224 or e-mail tadej@narc.org. For more information visit NARC's web site at: <http://www.narc.org/ed/ecodev-main.html>. Return this form by fax to: 202.986-1038 or by mail to:

National Association of Regional Councils
1666 Connecticut Avenue, N. W. ~ Suite 300
Washington, DC 20009

An Information Dissemination Partnership

The Economic Development Administration (EDA), the International Economic Development Council (IEDC) and the National Association of Regional Councils (NARC) have established an information dissemination partnership. *Economic Development Today* is a program that includes a series of six telecasts intended to provide information about economic development practices and programs to economic development practitioners who serve distressed communities throughout the United States. Also, the partnership provides a monthly update and a quarterly magazine. To view prior telecasts, via the web, visit <http://www.eda.gov/newsevents/webcastvideos.xml>.

