

Beyond the Borders

COMMUNITY, ECONOMIC DEVELOPMENT and LEADERSHIP NEWSLETTER

Issue One - July 2000

Building Communities

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Welcome to our first quarterly issue. This newsletter is meant to share with you practical tools and information to assist you in your important role in community and economic development work. We welcome comments on current letters plus encourage your advice for future articles.

Newsletter Topics

<u>Content Editorial - Building Social Capital</u>	<u>Facilitation 101 part 1</u>	<u>Trademarks and Copyrights, Do I Need One?</u>	<u>Agritainment Resource Directory Now Available</u>	<u>2nd Governor's Leadership Conference</u>
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Building Social Capital

Editorial

As I work around the state, I often hear comments about the lack of a sense of community. People seem to be finding it difficult to network and communicate. Is it because we no longer have the social building activities that small towns and rural communities use to offer, like the annual fireman's dance. I wonder. Whatever the reason, our community infrastructure depends on our social capital so its depletion has devastating effects on the vitality of our communities. Cornelia Flora, director of the North Central Regional Center for Rural Development in her 1999 work entitled *Measuring Community Success and Sustainability: An Interactive Workbook*, defines social capital as including relationships, communications, and community initiative, responsibility, and adaptability. It is one of the four cornerstones on which successful communities thrive. The wellness of our community depends on this capital.

How can you tell if your community has strong social capital? Those are the ones which seem to be moving ahead, even seemingly against all odds. They are the ones where people have a positive outlook and are willing to roll up their sleeves, working together to make good things happen. They are the ones who have a core group of folks who may champion a successful economic project or community effort but give credit to all. They are the ones who appreciate and welcome diversity and build on the differences of their citizens rather than fearing them. They are the ones that recognize the richness and strength of local culture and heritage and share with others. Communities rich in social capital support each other and local and regional efforts for the good of all. That's not to say that there is never any disagreement. Disagreement is good, it keeps everyone actively thinking about options and discovering opportunities. But disagreement means that this is done in an open and trusting environment, with everyone taking responsibility for the outcome.

Building relationships, trust, communications, is not an easy task and doesn't happen over night, but it does have to happen so now is a good time to start. Start small, find your champions, your core support group and grow.

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Facilitation 101

Part 1 - Definition

Facilitation is defined as to make easy, to assist or to aid. A facilitator uses tools and techniques to guide participants toward their desired results. Facilitation is often confused with presenting or training. Presenting is to introduce or to show. A presenter speaks to the audience, perceived to be ready to hear his or her remarks. Whereas training is to educate. A trainer provides opportunities for learning. A trainer teaches skills. Facilitation is the only one where content is managed by the participants. It is the only one that requires at least two participants.

Defining facilitation is the easy part. If a facilitator has information that supports one side or the other on the topic being discussed he or she should be excused so that he/she can take an active role in the discussion. A facilitator has no opinion! A facilitator's job is to guide the process, not to influence the outcome.

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Copyrights and Trademarks

"Do I need one and what's the difference?"

According to the U.S. Patent and Trademark and Copyright Offices, registered trademarks and copyrights are **NOT** required to copyright or trademark your work but do provide additional protective benefits.

Copyright protects "original works of authorship" that are fixed in a tangible form of expression. It includes literary works; musical works, including any accompanying words; dramatic works, including any accompanying music; pantomimes and choreographic works; pictorial, graphic, and sculptural works; motion pictures and more. Each category is viewed broadly. For example, computer programs are considered literary works and architectural plans may be registered as pictorial works. Not eligible for protection by federal copyright are items like titles, names, short phrases, and slogans; familiar symbols or designs; mere variations of typographic ornamentation, lettering, or coloring; mere listings of ingredients or contents.

Copyright protection is secured automatically when the work is created, and a work is "created" when it is fixed in a copy or phonorecord for the first time. No publication or registration or other action in the Copyright Office is required to secure copyright. However, registration does offer some advantages including the establishment of a public record of copyright claim; establishment of a prima facie evidence in court of validity of the copyright and is required before an infringement suit may be filed in court.

For complete copyright information please go to the U.S. Copyright Office at <http://lcweb.loc.gov/copyright> or write to Library of Congress, Copyright Office, 101 Independence Av., S.E., Washington D.C. 20559-6000.

A Trademark is either a work, phrase, symbol or design, or combination of words, phrases symbols or designs, which identifies and distinguishes the source of the goods or services of one party from those of others. A service mark is the same as a trademark except that it identifies a service rather than a good. Normally, a mark for goods appears on the product or on its packaging, while a service mark appears in advertising for the services.

Trademark rights are secured from either actual use of the mark or the filing of a proper application to register a mark in the Patent and Trademark Office. Federal registration is not required to establish rights in a mark, nor is it required to begin use of a mark. However, federal registration can secure benefits beyond the rights acquired by merely using a mark.

Source: U.S. Patent and Trademark Office and U.S. Copyright Office. For more information go to their website: <http://www.uspto.gov/>

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Agritainment Resource Directory Now Available

Agritainment, Farm and Ranch Recreation, Agritourism, whatever you choose to call it there is a growing trend for tourism in rural communities. Today's tourist is looking for a different experience. Studies by state and federal agencies indicate that tourists are looking for activities that get them back to nature and provide exercise, educational and memorable opportunities. People seem to be tired of the hustle and bustle of long lines and crowds. They are preferring a simpler, self paced and self planned vacation. Over sixty billion people spent over 29 billion dollars in 1996 on activities like wildlife watching, photography and pleasure walking and hiking according to a survey done by the US Fish and Wildlife Service. The North Dakota State Department of Tourism surveyed tourists to North Dakota and found that the top three things on tourists want to do lists were: visit a national park, see vast open spaces like the prairies and see the badlands or similar rugged landscape. To meet this new demand, several new rural tourism sector business have begun in the state. We have several new working ranches with cabins for tourists, new u-pick gardens, several additional bed and breakfasts located across the countryside, hunting lodges and a huge increase in the number of licensed hunting and fishing guides.

To assist farm and ranch families decide on whether or not an additional business enterprise is feasible for them, the NDSU Extension Service has conducted and sponsored several workshops in the state. We have compiled all of the information that we have gathered into a three ring binder and call it the "Agritainment Resource Directory." It is currently being reformatted for online viewing but is also available in hard copy for \$25.00 (includes shipping). If you would like a copy, please send your check payable to the NDSU Extension Service, % Sandy Erickson, NDSU Extension Service, 4023 N. State St., Suite 30, Bismarck ND 58503. Also, if you are interested in attending a future workshop just let us know and we'll put you on our mailing list.

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Governor's Leadership Conference

set for September 21 "Rx for Community Leadership"

<http://www.health.state.nd.us/gov/hotnews/leader/>

Check out this web site for all the information that you'll need to learn more about and to register for the Second Governor's Leadership conference to be held at the Bismarck Civic Center on September 21, 2000. The conference consists of several hands on concurrent educational sessions designed to help community leaders. These include tools for effective strategic planning, getting youth involved, marketing your community and more. Kicking off the program at 8:30 a.m. is Terry Fleck who will provide a humorous checkup that will guarantee stress relief and jump-start attitudes.

Join us!

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