



# BEYOND THE BORDERS

Community Economic Development and Leadership Online Newsletter

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## Building Communities

### Practical Tools and Information

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This newsletter is meant to share 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.

Kathy

#### Content

- Editorial – Planning is Boring!
- Rural American Competing in the New Economy
- Buying and Selling a Small Business
- Certificate in Festival and Event Management
- Loan Policy Changes at the Bank of North Dakota

## Editorial – "Planning is Boring!"

Okay, now that I have your attention, allow me tell you what I really think. Planning is NOT boring! It can be fun and is a valuable process to help move communities, businesses, families and individuals into the future they desire. You've heard the old adage that if you don't know where you're going, any road will take you there. That future may not be the one that you would have chosen for you or your community.

I have a good friend at USDA Rural Development who reminds me that the planning process actually is more important than the end result. If you think about what that means, it makes perfect sense because if planning is done correctly, with goals and strategies for implementation and follow-up, you don't have to worry about the end results because they will happen ... as planned.

Planning in communities has many side benefits, as well. As people work together on a shared vision, they build individual human capital, but they also build social capital by creating a network of people and resources that are internal and external to the community.

There are many agencies and other resources in North Dakota that can help you with your planning efforts. Regional Planning Councils, NDSU Extension, USDA Rural Development, Forest Service, Division of Community Service, Entrepreneur Centers of North Dakota and Small Business Development Centers are a few of the agencies that have resources that can help you in your planning efforts.

Sincerely,  
Kathy Tweeten  
NDSU Center for Community Vitality director and  
community economic development Extension specialist

## Rural America Competing in the New Economy

"A North Dakota Community Development Conference"

"Rural America Competing in the New Economy," is the theme for this year's statewide community development conference to be held November 10, 2005 at the International Inn in Minot.

Rebecca Ryan, founder of Next Generation Consulting and recipient of the 2004 Entrepreneur of the Year by the US Association for Small Business and Entrepreneurship will deliver the opening keynote address. Rebecca Ryan is well known in North Dakota's workforce and chamber circles. Other featured keynote speakers include Dr. Cornelia Flora, co-author of *Rural Communities: Legacy and Change* and director of the North Central Regional Center for Rural Development, and Dan Gorin, senior community affairs analyst with the Federal Reserve System in Washington, D.C.

The conference will highlight tools and knowledge in communities that will help North Dakota compete in the growing global economy; create networking opportunities; create a "can-do" spirit among attendees; and share "best practices."

Workshop sessions will feature two North Dakota communities that recently went through an in-depth research analysis; the North Dakota State University Extension Service's Rural Leadership North Dakota program; the Federal Reserve Bank's fiscal analysis software; the Entrepreneurial Centers of North Dakota; and Dr. Cole Gustafson will discuss the transfer of wealth in communities.

This conference is open to economic and community developers, community leaders, local officials, bankers and others interested in North Dakota's future.

Conference sponsors include: the Federal Home Loan Bank of Kansas City, NDSU Extension Service's Center for Community Vitality, North Dakota Bankers Association, Federal Reserve Bank of Minneapolis and Economic Development Association of North Dakota.

For More Information contact the ND Bankers Association at 701-223-5303, or email [kathleen.tweeten@ndsu.nodak.edu](mailto:kathleen.tweeten@ndsu.nodak.edu) or [marie.hvidsten@ndsu.nodak.edu](mailto:marie.hvidsten@ndsu.nodak.edu). Early registration is due to the ND Bankers Association by October 26, 2005.

Discounted rooms at the International Inn in Minot are available before October 26 for conference attendees. Contact the International Inn by calling (800) 735-4493.

## Buying and Selling a Small Business

Source: Entrepreneur Centers of North Dakota

The Entrepreneur Centers of North Dakota has a new publication titled "Buying & Selling a Small Business." This is a wonderful, easy-to-read-and-understand document that outlines in detail what you need to know to buy or sell a small business. It includes how to read financial statements and the questions you should ask. It also provides information on financing a business if you're buying, pricing a business if you're selling and the transfer of the business.

Copies of the publication are available by calling (701) 328-5850 or (800) 544-4674. The group's Web site is at [www.ecnd.org](http://www.ecnd.org)

## Learn How Fun is Done Right - Attention Event Planners

Certificate in Festival and Event Management

This is your chance to participate in a comprehensive program designed especially for event planners. It will provide you with the essential knowledge and organizational tools to run special community events successfully.

The Festivals and Events Management course is a comprehensive, 36-hour program. Its content is divided into three, easy-to-master classes that complement one another, creating a complete festival management package. The author of the curriculum is the University of Minnesota Tourism Center.

The first session is scheduled for Nov. 16-18, 2005, and the second and third sessions will be held Nov. 30-Dec. 2, 2005, at the North Dakota State University Alumni Center in Fargo, N.D. The topics will include discussions on job descriptions and responsibilities, leadership skills, volunteer management techniques, event action plans, basic event budgets, financial checklists, risk management, food safety, site logistics, communication and marketing strategies, and sponsorship development. The third session, held the afternoon of Dec. 2, will focus on the economic impact of festivals and events on the local economy.

Participants who complete all coursework, submit a written event analysis, prepare a staff development plan and complete a program evaluation will be awarded certificates.

This normally is a \$700 course. Funding made available by the Northwest Minnesota Regional Sustainable Development Partnership and North Dakota Festival and Events Association means the three sessions can be offered for \$145 per person. The course is being sponsored locally by the NDSU Extension Service's Center for Community Vitality and the NDSU Cass County Extension Service.

Registration materials are available electronically by contacting me at [kathleen.tweeten@ndsu.edu](mailto:kathleen.tweeten@ndsu.edu) or Rita Ussatis of the NDSU Cass County Extension office at [russatis@ndsuxt.nodak.edu](mailto:russatis@ndsuxt.nodak.edu) or calling Rita at (701) 241-5700.

## Loan Policy Changes at the Bank of North Dakota

Source: Bank of North Dakota, Eric Hardmeyer, president, and Bob Humann, SVP of lending

### Commercial Loan Programs

Expanded the PACE loan program to include two new components:

- FLEX PACE: This feature will give communities the ability to provide assistance to businesses that would not meet the current requirements of PACE, such as jobs retention, technology creation with no new jobs, retail, smaller tourist businesses and essential community businesses.
- Biodiesel PACE (legislative): The Legislature appropriated \$1.2 million to be available to reduce the interest rate on loans made to biodiesel production facilities in North Dakota.

### Other Programs

- New Venture Capital Program: Increases the dollar amount and extends the expiration date to July 31, 2009. This program provides flexible financing through debt and equity investments for new and expanding businesses in the state.
- Disaster Relief Loan Programs: Three low-interest rate disaster-relief loan programs are available to North Dakota residents **impacted by the recent weather-related events.**
  - Residential: To provide funding to homeowners to repair property damaged by flooding at a fixed interest rate of 5 percent over 10 years.
  - Agricultural: To provide farmers with restructure options at a fixed interest rate of 5.5 percent over five years.
  - Business: To provide restructure options to businesses with property damage or economic impacts at a fixed interest rate of 5.5 percent over five years.

For detailed information on all of the Bank of North Dakota's lending programs, see its Web site at [www.banknd.com](http://www.banknd.com).

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