



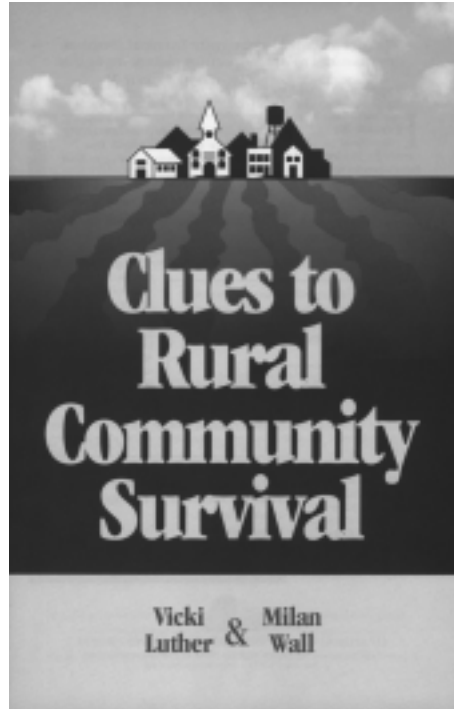
# Newly Updated Clues to Rural Community Survival Published

The Heartland Center for Leadership Development has published a newly updated edition of "Clues to Rural Community Survival," its landmark study of thriving small towns. The book profiles 18 successful rural communities, most in the Midwest and the Great Plains, and contains new information about the Heartland Center's widely acclaimed characteristics of thriving small towns.

Authors Vicki Luther and Milan Wall, who are co-directors of the Heartland Center, began the study in the mid-1980s when a farm crisis was in full swing. The focus of their study was selecting and profiling small towns that were thriving, despite dire predictions about the ability of farm-dependent communities to survive.

"The current farm situation reminds us of those times," said Luther, "because the headlines are once again predicting the decline of small towns based on factors beyond their control. Our research proves again and again that it's leadership, not size or location, that makes the biggest difference in community survival."

The book contains detailed informa-



tion about communities ranging in size from 300 to more than 35,000. All are highly dependent on the agricultural economy. Most of the towns are in the

middle of the country, from Ohio to Colorado and North Dakota to Texas. Others are in Illinois, Michigan, Iowa, Minnesota, Kansas, South Dakota and California. Several of the towns are in Nebraska, where the Heartland Center is located and where the study began.

"What we found was that it takes a lot of hard work, a willingness to take some risks, and a pledge to stick with it," Wall said. "It's not that there are any magic bullets -- leadership is the key."

The Heartland Center for Leadership Development is an independent, non-profit organization developing local leadership that responds to the challenges of the future. A major focus of the Heartland Center's activities is practical resources and public policies for rural community survival.

The soft cover book is available from the Heartland Center for \$15 including shipping and handling. This new edition is in a glossy, 164-page, 5 X 8 format. To order, phone 800-927-1115 or 402-474-7667. Charge to VISA or MasterCard or pay by check or purchase order. ■

*Address Correction Requested*

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 The Heartland Center is an independent non-profit organization developing local leadership that responds to the challenges of the future.  
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# VISIONS

## FROM THE HEARTLAND

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Standing Bear Lake Omaha, Nebraska.

Photo courtesy of Olsson Environmental Services, Inc.

## Community-Based Watershed Management Plan for Standing Bear Lake Begins

The Heartland Center for Leadership Development has been retained by the City of Omaha Parks, Recreation and Public Property Department to assist in the development of a Community-based Watershed Management Plan for Standing Bear Lake. The Center recently completed a similar process for Zorinsky Lake in Omaha, which is currently in the process of being implemented. Olsson Environmental Sciences, Inc. of Lincoln will join the Center in this process.

Standing Bear Lake, a 137-surface acre lake on the northwest edge of Omaha, was built by the U.S. Army Corps of Engineers in the 1970's for flood control. However, in the last few years, recreation has become more important because of the area's increased population. Standing Bear Lake and the recreation area surrounding the lake pro-

vide an accessible area for land and water-based recreation and it is an important resource for this region. The goal of this project is to protect water quality for the support of recreational and aesthetic uses and the aquatic life of the lake. Additionally, a strong local partnership is built by raising the awareness of the public's role in maintaining and improving the quality of Standing Bear's surface water.

The planning process for the watershed management plan includes working with a watershed partnership of residents, agricultural landowners, developers, recreation area users and other interested citizens. The Center will establish a technical advisory team made up of representatives from local, state and federal agencies, who will work with the partnership to develop the goals

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### Scholarships Available for Jackson Hole Workshops

The Heartland Center for Leadership Development is offering partial support for tuition, travel or other costs to its Jackson Hole workshops including the Third Annual Advanced Skills Training for Community Development Professionals: *Skill Building for Stronger Communities*, May 19-22, 1999 and the Eighth Annual Jackson Hole Institute for Community Development Professionals and Practitioners: *Helping Small Towns Succeed*, October 14-18, 1999. Both are held at Snow King Resort, Jackson Hole, Wyoming. These scholarships are supported by foundation grants and gifts from friends of the Heartland Center. Scholarship assistance is offered to insure that the participant group is diverse in terms of gender, age, race, and geography.

If you wish to apply for scholarship assistance, contact the Heartland Center for Leadership Development at (402) 474-7667 or 1-800-927-1115 for a Scholarship Application Form. Your application will be reviewed promptly. Scholarship funds are limited. ■

### In This Issue

The Heartland Center will be a key player in a local urban development effort in Lincoln, Nebraska. The Center will conduct an asset map of four neighborhoods and business district and conduct a series of workshops designed to build the local capacity for combined participation and decision-making.

Have you logged onto the *W.K Kellogg Collection of Rural Development Resources* web site lately? The Collection has expanded to nearly 800 titles over the past year and the web site has received improvements in on-line accessibility.

## Heartland Center Active in Urban Development Efforts

The Heartland Center will be a key player in a local urban development effort in Lincoln, Nebraska. The North 27th Street project, funded by the city of Lincoln and the Nebraska Department of Economic Development, will focus on leadership development and the expansion of a business association in the area. A local advisory committee will serve in both an oversight function and as a liaison to residents.

Heartland Center activities will begin with the creation of an asset map of the four neighborhoods and business district. In order to maximize involvement, considerable effort will be made to create an accurate map of the area with special attention to business owners as well as property owners in the business district.

The four neighborhood associations will be involved in a series of workshops designed to build the local capacity for combined participation and decision-making. These workshops, offered monthly, will be open to all residents in the four neighborhoods and will feature skill training in topics such as recruiting and motivating volunteers, leading effective meetings and managing conflicts.

The 27th Street business association will work with Heartland Center staff to put into action several strategies for recruiting new members, collaborative marketing efforts and developing a special identity for the area. Some seed money is available for marketing and special events as part of these activities.

The role of the Heartland Center is part of a much larger development plan for this area of the community. Streetscaping projects are already underway and several new structures are planned including a new community center and a new police station. For more information about the project, contact Ernesto Castillo (1-800-927-1115) ■



Graphic courtesy of the Lincoln Department of Urban Development.

## U S West Investing in Rural Youth Leadership Program

The U S West Foundation has awarded a \$5,000 grant to the Heartland Center for Leadership Development to provide leadership education to young rural Nebraskans. The program, *Linking New Leaders*, will help fund scholarships to the Heartland Center's premier leadership development institute, *Helping Small Towns Succeed*, which will be held October 14-18, 1999, in Jackson Hole, Wyoming. *Linking New Leaders* will specifically target youthful community leaders living in rural Nebraska.

The program is part of the Center's Community Learning Initiative and has several goals: to enable youths to take an

active role in their hometown community development efforts; to encourage rural youths to define their communities by strengths rather than weaknesses; to create a peer network utilizing telecommunications technology to share information; and to provide an interactive forum for youth to explore new opportunities for economic growth through the telecommunications industry.

To nominate a person under age 25 who might benefit from the U S West scholarship program, or to receive an application form, contact the Heartland Center for Leadership Development, 1-800-927-1115 or e-mail [rcc1023@aol.com](mailto:rcc1023@aol.com). ■

## Kellogg Collection Expands

If you're looking to do research on rural issues, your job has become easier. An increase in the number of quality print and video materials and an improvement in on-line accessibility show that the W.K. Kellogg Collection of Rural Development Resources has greatly expanded, according to the organizers of that project.

The organizers at the nonprofit Heartland Center for Leadership Development say the number of items in the Kellogg Collection, funded by a grant from the W.K. Kellogg Foundation and centrally located in Lincoln, Nebraska, increased by one-third to nearly 800 titles in the past year. "We have also improved the Web Site so that anyone can easily download a hard copy of source information," adds Vicki Luther, co-director of the Heartland Center.

The Heartland Center created the Collection in cooperation with the University of Nebraska-Lincoln College of Architecture and the University of Nebraska-Lincoln Libraries. The Collection was developed to provide an archive of the best rural community development materials available. Users may visit the Collection in person, or access annotations of the Collection materials electronically. The address of the Web Home Page is <http://www.unl.edu/kellogg/index.html>.

The Collection includes books, videotapes, newsletters, curriculum guides, conference reports, white papers, pamphlets, policy studies, trend analyses, future projections, planning documents, and data summaries. The Collection items are organized into seven categories:

- Community Development
  - Economic Development
  - Health Care
  - Land and Natural Resources
  - Leadership Development
  - Strategic Planning
  - Telecommunications and Education
- "We are especially pleased to announce that the number of titles available in rural health care has grown to more than 100,"

notes Luther. "Our Collection in this area is hard to beat."

The Heartland Center publishes a User's Guide, available upon request, which takes a closer look at the Collection with sample annotations from each of the seven categories. Each annotation contains a section for the author's name and title, audience and purpose, content, format and availability.

For more information about using the W.K. Kellogg Collection in person or on-line, or to nominate materials for inclusion in the Collection please call (402) 474-7667 or write the Heartland Center for Leadership Development at 941 O Street, Suite 920, Lincoln, Nebraska 68508. ■



## Standing Bear Lake Project

*Continued from Page 1*

and recommendations.

Some of the tasks to be completed by the Heartland Center and Olsson Environmental Services, Inc. include; facilitating advisory team and stakeholder meetings, developing soil, vegetation, topographic, and existing land use maps, working with stakeholders to develop a vision statement and water quality goals, and identi-

fying stakeholder concerns through the implementation of a public survey.

The development of the watershed management program will be a grassroots effort. The Center's experience in engaging citizens in a technical decision making process that is inclusive and grassroots oriented will be important to the overall watershed management plan. ■

## Nette Nelson, Heartland Center Board Member, Remembered

Nette Nelson, one of the Heartland Center's most loyal supporters, died suddenly of a heart attack on December 6, 1998. Nette, who served as vice president of the Board, was one of the original members when the Center was organized in 1985.

Well-known for her work in telecommunications and community development, she was a member of many professional associations and community

organizations. She'll be missed not only for the creativity she brought to the work of the Center but for the compassion and warmth she shared with staff, board and everyone she met.

Memorial contributions to the Heartland Center's Community Learning Initiative have been received in Nette's honor. Should you wish to do so, please contact Reggi Carlson at 1-800-927-1115. ■