



Center
Council
for Rural Virginia

Council for Rural Virginia - 2007 Annual Report Summary

In 2007, the Council formed a partnership with the Virginia Rural Health Resource Center to apply for a Kellogg Foundation, Rural People Rural Policy grant. The grant of \$100,000 was approved and awarded 50/50 to each organization. This created a vehicle to allowed us to gain insight that we did not have about creating stronger networks to economically grow and prosper rural Virginia. It brought new challenges, new insight and opened doors that had not yet been imagined. Our challenge has been to use this training to create a stronger network of partnerships across the Commonwealth that can help grow the economy and improve the quality of life for rural citizens. The Council/Center working together has become unique with the Federal/State Cooperative Agreement the organizations operate under. We've found strength in promoting this uniqueness as a way to connect local citizens to leaders at all levels.

The Council/Center serves as an advocate in a time when communities are looking for a network of expertise to transform their local area. Creating coalitions and managing partnerships to accomplish initiatives for rural revitalizing to bring organizations, businesses and local government together has helped us be more effective and more efficient in leveraging resources with the critical added level of open communications with local citizens.

Mission

The Council for Rural Virginia's mission is to improve the quality of life in the Commonwealth's rural areas by:

- bringing together key players in rural development
- enhancing communication among partners, groups and individuals
- encouraging collaborative and cooperative partnerships to work toward the delivery of more effective, efficient services to citizens that live and work in Rural Virginia.

Membership

In our objective to be a collective voice for all rural areas, the Council is open to and welcomes membership from across the Commonwealth. Membership applications are available on line at www.councilforruralvirginia.org and in the Center for Rural Virginia site www.cfrv.org. Publications, brochures, flyers, etc., refer to and invite membership and give staff contact information for inquiry. Additionally, the annual Rural Summit gives another opportunity.

Collaboratively Working With Our Partners

The Council for Rural Virginia, in Partnership with the Center for Rural Virginia, serves rural areas of the Commonwealth. In 2007, the Council and Center continued to work collaboratively under the *Collaborative Activities Agreement* the organizations signed in 2006 to promote partnerships with leaders at all levels,

individual citizens, and government leaders at local, regional, state and national levels to find solutions and promote opportunities for rural citizens.

Virginia's Rural Summit, a Council/USDA Rural Development initiative, is a joint effort between the Council and the Center with emphasis on: community leadership capacity building, capital infusion, entrepreneurship, affordable accessible healthcare, education and workforce development, affordable accessible last mile rural broadband, agriculture and natural resources.

Snapshot – Virginia's 2007 Rural Summit

Getting Quality Information to Rural Virginia

D. Geraldine Lawson Performing Arts Center - Botetourt County ~ Fincastle, VA

Attic Productions Theater - "From Sea to Shining Sea" to commemorate Jamestown 2007. The musical begins in Jamestown and fast forwards to Thomas Jefferson and the Lewis and Clark expedition and Fincastle's role in this historic event. A grand finale celebrates all nations and people of the world who make America great. "From Sea to Shining Sea" Provides Comedy, Drama, and History wrapped in an intriguing plot with exciting and entertaining singing and dancing.

Rob Goldsmith, People Incorporated - *Learn About 1st Ever National Rural Assembly - How it Relates to Rural Policy in Virginia.*

Keynote Speaker: Aneesh Chopra, Virginia's Secretary of Technology

2007 - the 'Future of the South' . . . Virginia Leading the Way

Rural Success Stories - Moderator: Senator Frank M. Ruff, Jr.

Regional Delegates introduced "Success Stories" from their Area:

Representing SW VA – Health Care - Teresa Gardner, Executive Director, St. Mary's Health Wagon
St. Mary's Health Wagon is a mobile health clinic which has been providing health care to medically underserved and indigent for 25 years. "Bringing Health Care to the Communities"

Representing the Valley – Daniel Salatin, Virginia's Shenandoah Valley/Agriculture

"*The Farm of Many Faces*" has been featured in SMITHSONIAN MAGAZINE, NATIONAL GEOGRAPHIC, GOURMET and countless other radio, television and print media. Profiled on the *Lives of the 21st Century* series with Peter Jennings on ABC World News

Representing Southern VA – Jerry L. Gwaltney, Danville City Manager/Community Capacity Building
Danville City Government "A World Class Organization." - top priorities as part of our World Class Mission is improving communications between City Government and our citizens. Constantly exploring ideas for ways to enhance our ability to reach out to our citizens. [Danville, VA](#)

Representing Eastern VA - Tele Medicine, Nancy J. Stern, CEO, Eastern Shore Rural Health System, Inc.
Ms. Stern sits on Governor Kaine's Health Reform Commission, a prestigious group, charged with improving access to competent, affordable healthcare for all Virginians.

Keynote Address: 'The Big Picture of Rural Job Creation' - Anita Brown-Graham, Director of the Institute for Emerging Issues (IEI), a think-and-do tank at North Carolina State University

Brown-Graham has extensive experience in working with communities and leaders across North Carolina on local and statewide economic development issues. Her relationships across the state and with organizations around the country will be invaluable to the important work that IEI is doing in economic development, education, business, finance, technology and healthcare."

Workforce: Restructuring to Serve Rural VA, Danny LeBlanc, Senior Advisor to the Governor on Workforce Development

Cyber Education & Learning, Dr. Laurence Peters, Grants Director, National Education Foundation's

Rural Healthcare Workforce – Mapping, Ann K. Peton, Director, Rural Health Policy, Education & Research, Edward Via Virginia College of Osteopathic Medicine

Rural Environment - Culture & Economic Development, Ronald C. Flanary, Executive Director, ENOWISCO
PDC 1 – Bill Smith, The Crooked Road

Tourism - Developing Our Rural Image, 'The Business of Rural Tourism', Alisa Bailey

Keynote Speaker - Dr. Patricia P. Cormier, President of Longwood University - "Charting the Course"

A Plan to Transform the Economies of Southern Virginia Through Applied Research and Technology Adoption
Keynote Speaker - The Honorable Mark R. Warner- Governor of Virginia - January 2002 to January 2006
Networking - Senator Emmett Hanger, Jr., Master of Ceremonies Theme: The Virginia Company – The First Rural Economic Development Business ~ A Global Trading Economy 1607-2007 ~ Ron Short - Featured entertainment ~ Council's Annual Awards Reception & Banquet
Honoring 'Virginia's Own' who are making a positive difference for the Commonwealth! Annual Awards - Hosted by the Council Awards Committee
Keynote Speaker - The Honorable George F. Allen: Senator from Virginia, 2001-2007, Governor of Virginia January 1994 until January 1998
Status of the Rural South ~ Status of Rural Virginia – Keynote Speaker: Jim Clinton, Executive Director, Southern Growth Policy Board 2007 Report on the 'Future of the South
Virginia Economic Bridge - Linked Workforce Showcase, **Carl Mitchell** - Virginia Economic Bridge
Virginia Community College System-'What's Ahead for Workforce Development?' Chancellor Glenn DuBois
Farm Shoring in Virginia - Domestic Outsourcing Strategies, Dr. Heike Mayer - Assistant Professor Urban Affairs & Planning VA Tech-Alexandra Center
Preparedness Action Plan for SWVA - Ken Markwalter - Northrop Grumman & CGI-AMS
University Restructuring - Serving Rural VA, **Dr. J. Thomas Hennessey, Jr.** - George Mason University
Rural Workforce Initiatives - Fletcher Mangum, President, Mangum Economic Consulting
Doug Friedli - Nebraska Community Foundation Development Director, Rural Philanthropy ~ Local Investment ~ Leveraging resources for community capacity building ~ leadership ~ retention of rural youth

Strategically Planning for 2008 and Beyond

- The Council promotes and leads collaborative coalitions to address issues for regional and community revitalization.
- Create networks to educate and mobilize community leaders about comprehensive initiatives designed to promote sustainable regional development impacting rural areas for long term transformation.

The Council and Center believe we have to invest in groups who accept that change is hard; yet, will commit to working step by step to bring positive rural change. Planning for the future requires us to re-examine the past. In the past, population changes have been more predictable; looking ahead, the baby boom generation will soon dramatically influence economic change. On one hand, areas such as healthcare will be greatly impacted, but on the other hand, many of these retirees offer a wealth of knowledge and expertise and can serve as an invaluable resource to mentor and guide younger generations to build a stronger rural Virginia.

Rural communities face the challenge of creating jobs, providing quality education, affordable/accessible healthcare and opportunities for people to help create the future of their own local community. Rural communities need to build a strong economic base and help develop the skills of local people to support grow that economy. The Council and Center serve as the catalysts to bring this about.

Based on the need to address rural opportunities and issues in a uniform way, the Council for Rural Virginia and the Center for Rural Virginia, are becoming known as the Center Council, an advocate for rural policy that creates networks to be a catalyst for state and regional competitiveness and economic transformation.

Issues

- Declining rural communities
- Fewer jobs
- Limited access to information and services
- Out-migration of youth have forced rural America to rethink the future

Solutions

- Capacity to deploy financial resources
- Physical and intellectual assets efficiently and effectively use

- Modernization of infrastructure
- Foster community viability
- Community sustainability

The Council Center address: “Core Competencies – innovative strategies for rural Virginians”

Our six core competencies are outlined below.

1. Capital Access

- Education Promotion and Support
- Community Engagement
- System Change
- Entrepreneurial Culture
- Economic Development

2. Community Capacity

Expand Networks

Build Coalitions

Leverage Resources

Communication

- Rural Summits
 - Rural View
 - Rural Caucus
 - Rural Strategic Planning Framework
1. Economic development
 2. Wealth creation and retention
 3. Community foundations - Philanthropy
 4. Innovation and entrepreneurial culture
 5. Civic engagement - inclusion - leadership development
 6. Technical knowledge of current relevant health research and recommendations

3. Education and Workforce

- Aging workforce
- Continuing shift from manufacturing, mining and agriculture
- Lower skilled – lower paying jobs

Strategic Alliance: K-12/Community College/Higher Ed

Senior Year Plus Program

1. Early College Scholars : complete diploma while earning college credits
2. Industry Certification: selected industry credential or state license
3. Community College System – training programs that support local business
4. Higher Ed – Partner with business, equip students with in-demand, customized skill sets ready to transfer to the work place

Engaging Youth - Equipping a New Generation of Economic Leaders

4. Healthcare

Affordable - Accessible

Areas of concern:

- Improving access to healthcare
- Strengthening long-term care
- Quality and safety
- Healthier lifestyles
- Healthcare workforce
- Fostering partnerships to promote the use of telehealth technologies

5. Broadband / Infrastructure

Infrastructure

Broadband – Last mile

- Affordable
- Accessible
- Education/Outreach
- Healthcare Delivery

Economic Reality

Lack of critical mass of infrastructure, technology, financial and human capital, and a skilled workforce perpetuates a spiral of economic decline

6. Agriculture & Natural Resources

Sustainable

- Sustainable Food Systems
- Food Policy
- Land Use

- Sustainable Land Conservation
- Farm to School

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Carl Mitchell, President, Virginia Economic Bridge

Laurie S. Moran, CCE, President, Danville/Pittsylvania County Chamber of Commerce

Joseph W. Newbill, Former Director, USDA Rural Development for Virginia

H William Smith, Executive Director, Virginia Heritage Music Trail

Paul Stapleton, Superintendent, Halifax County Public Schools

Tammy Stephenson, Virginia Department of Environmental Quality

Dixie Tooke-Rawlins, Dean, Virginia College of Osteopathic Medicine

William Tucker, Farmer and member, Rural Virginia Prosperity Commission

Carlyle Wimbish, Virginia Association of RC&D Councils

Advisors

Rebecca C. Davis, Ph.D., National Cooperative for Health Networks (NCHN)

Steve McHenry, Rural Maryland Council

Jack Shaw, United States Department of Agriculture

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Learn More about the Council Center

Staff

Glen C. Sink, Executive Director

Phone: 804-371-7141

Email: glen.sink@cfv.org

Thelma Burris, Program Coordinator

Phone: 540-231-8222

Email: tburris@vcom.vt.edu

Cheryl Anderson, Associate

Phone: 540-231-6866

Email: canderson@vcom.vt.edu

Richmond

501 N. Second St.

Richmond, VA 23219

Blacksburg

2265 Kraft Drive

Blacksburg, VA 24060

www.cfv.org

www.councilforruralvirginia.org