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**Farm Foundation**

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# AGENDA

## Exploring Rural Entrepreneurship

Imperatives and Opportunities  
for Research

**October 26-27, 2006**

Waugh Auditorium  
Economic Research Service, USDA  
1800 M Street NW  
Washington, DC

**THURSDAY, OCTOBER 26****11 am Conference Registration****12 noon Lunch, Welcome and Keynote Address**  
Welcome—Susan Offutt, Director, ERS-USDA  
Welcome: Chuck Fluharty, President, RUPRI*The Imperative for Creating a Rural Entrepreneurship Research Agenda*  
Brian Dabson, Executive Vice President, RUPRI**1:30 pm Break****1:45 pm Returns on Entrepreneurship Development Investments in Rural America: Making the Case****Moderator: Deborah Markley, RUPRI Center for Rural Entrepreneurship**

- *The Challenge of Evaluating Returns to Entrepreneurship: Improving on Traditional Models*—Tom Johnson, Frank Miller Professor of Agricultural Economics, University of Missouri-Columbia
- *Lessons from the Global Entrepreneurship Monitor Project*—Maria Minniti, Professor of Economics and Professor of Entrepreneurship, Babson College
- *Measuring Impacts and Influencing Policy in the States*—Erik Pages, Founder and President, Entrenworks Consulting, Inc.

**Respondent: Joseph (Jay) Kayne, Cintas Chair in Entrepreneurship, Miami University of Ohio****3:15 pm Break****3:30 pm Understanding Entrepreneurship in Rural Communities and Regions: The Challenges of Existing Data and Methods****Moderator: Tim Wojan, ERS-USDA**

- *Understanding Rural Entrepreneurs at the County Level: Data Challenges*—Jason Henderson, Assistant Vice President and Branch Executive, Federal Reserve Bank of Kansas City, Omaha Branch
- *The Value of Case Study Research on Rural Entrepreneurship: Useful Method?*—David Barkley, Professor of Applied Economics and Statistics, Clemson University
- *What Would an Exemplary Entrepreneurship Dataset Look Like?*—Gary Green, Professor of Rural Sociology, and Greg Wise, Professor of Community Resource Development, University of Wisconsin-Madison

**Respondent: Edward Malecki, Professor of Geography, The Ohio State University****5:15 pm Reception at Mai Thai Restaurant, 19th and M Street****FRIDAY, OCTOBER 27****7:30 am Continental Breakfast****8 am Understanding Unique Sources of Rural Competitive Advantage—New Approaches to Traditional Activities**  
**Moderator: Mary Bohman, ERS-USDA**

- *To Meet Future Challenges: The Set-up of a New Program on Entrepreneurship in Dutch Agriculture*—Prof. dr. Vinus Zachariasse and Bert Smit, Wageningen UR
- *Place-based Farm Entrepreneurship: New Food Systems, Differentiated Products, and Agri-tourism*—Elizabeth Barham, Assistant Professor of Rural Sociology, University of Missouri-Columbia
- *Recreating Natural Resource-based Businesses: Sustaining the Land and Communities in Rural America*—Cecilia Danks, Assistant Professor of Environmental Policy, University of Vermont
- *Shifting Demographics and Entrepreneurship in Rural America*—John Cromartie, Geographer, ERS-USDA

**Respondent: John Allen, Director, Western Rural Development Center****10 am Break****10:15 am Understanding Unique Sources of Competitive Advantage in Rural America—New Opportunities****Moderator: Sally Maggard, USDA**

- *Entrepreneurial and Creative Economies* – David McGranahan, Senior Economist, ERS-USDA
- *Capitalizing on Microenterprise in Rural America* – Elaine Edgcomb, Director, The Aspen Institute's Fund for Innovation, Effectiveness, Learning and Dissemination (FIELD)
- *Creativity and Entrepreneurship*—Stuart Rosenfeld, Principal, Regional Technology Strategies, Inc.

**11:15 am Panel Discussion: Learning from the Field to Inform a Rural Entrepreneurship Research Agenda****Moderator: Walt Armbruster, Farm Foundation**

- Stephan Goetz, Northeast Regional Center for Rural Development
- Lionel (Bo) Beaulieu, Southern Rural Development Center
- Cornelia Flora, North Central Regional Center for Rural Development
- John Allen, Western Rural Development Center

**12 noon Lunch, wrapup and invitation****Rapporteur: Deborah Markley, Managing Director and Director of Research, RUPRI Center for Rural Entrepreneurship***Rooms will be available for small groups of interested researchers to meet to further discuss specific research ideas related to rural entrepreneurship and to organize to pursue potential research funding.*