



Regions Connecting
for Rural Innovation
a united states department of agriculture program



The 2010 North Central Region Convening:
Regions Connecting for Rural Innovation –
Promising Strategies

The Concourse Hotel - Madison, Wisconsin
May 4 and 5, 2010

SPEAKERS

Victor Vasquez

**Deputy Under Secretary Rural Development
U.S. Department of Agriculture**

Victor Vasquez was appointed by Agriculture Secretary Tom Vilsack as Deputy Under Secretary for USDA Rural Development on May 13, 2009. Vasquez has had more than two decades of experience in government and private sector in community and economic development at the local, state, federal and international levels.

His special interest is local decision making and leadership development. Most recently, Vasquez served as Deputy Assistant Commissioner for the Department of Transitional Assistance for the Commonwealth of Massachusetts. His responsibilities included policy and program management for TANF, Supplemental Nutrition Assistance and the Housing and Homeless Services programs. In addition to Massachusetts, he has worked in state governments in New York, Oregon and Washington.

Previously, Vasquez worked in Washington as the Director for both economic development and Workfirst programs, and he also served with the Department of Defense as the Deputy Assistant Secretary of Defense for the Military Community and Family Policy Office in the Office of the Secretary. Victor spent more than five years working in Rural Development, serving as USDA Assistant Administrator in the Office of Community Development with responsibility for launching the Rural Empowerment Zone and Enterprise Community program.

Vasquez received his Bachelor of Science Degree from the University of Oregon and holds an MPA from Harvard University's John F. Kennedy School of Government. He has also pursued coursework toward a PhD in Community and Economic Development from Southern New Hampshire University.



Jack Ricchuito

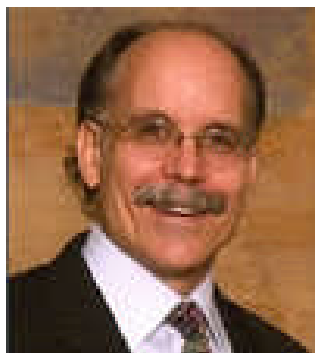
Coach, Facilitator, Author

For the past 30 years, across 30 industries and markets, Jack has been designing how groups work in organizations, communities, and networks. His nationally acclaimed design work draws from the principles of global practices and methodologies. He continues to innovate with regional rural networks, multi-billion dollar global corporations, and urban non-profits. As a writer, Jack is author of 8 books and the 8 year old daily blog, jackzen.com. Jack's undergraduate degree is from John Carroll University (1974) and graduate degree in positive psychology from Goddard College, Vermont (1980) and he continues act as design expert to other national consulting firms.



Ed Morrison

Economic Policy Advisor, Purdue University Center for Regional Development



For the past several years, Ed has been developing new approaches to accelerate open innovation in economic and workforce development. This work includes the development of new approaches to strategy in open networks, a discipline called strategic doing. He has been active in economic and workforce development for over twenty years. He teaches the Advanced Strategy Lab at the Economic Development Institute at the University of Oklahoma. Morrison's work won the first Arthur D. Little Award for Excellence in Economic Development presented in 1984 by the American Economic Development Council (now the International Economic Development Council). He developed and guided the highly successful economic development strategy for Oklahoma City from 1994 to 2001. He has also worked extensively in rural communities and served as consultant to the Kentucky Cabinet for Economic Development and the Tennessee Valley Authority.

Morrison has assisted universities in redefining their economic development role. He formed the Biomedical Research Foundation of Northwest Louisiana at the LSU Medical School and consulted with Louisiana Tech University on its technology transfer strategies. He is currently guiding strategy for a network of 12 colleges and universities in Louisiana, the Consortium for Education Research and Technology (CERT). Working with the Southern Growth Policies Board, he was the principal author of the 1998 Commission on the Future of the South, chaired by former Kentucky Governor Martha Layne Collins. Among other policies, this report led to major initiatives in early childhood education across the South.

Morrison travels to China frequently, where he has negotiated joint venture agreements for companies doing business there. He has also served as a consultant to the UN Development Program in China. He currently works with a joint venture in Xi'an China that produces mineral water for the local market.

Prior to starting his economic development work, Ed worked for Telesis, a corporate strategy consulting firm. In this position, he served on consulting teams for clients such as Ford Motor Company, Volvo, and General Electric. He conducted manufacturing cost studies in the U.S., Japan, Mexico, Canada, Italy, Sweden, and France. Ed started his professional career in Washington, D.C., where he has served as a legislative assistant to an Ohio Congressman, staff attorney in the Federal Trade Commission, and staff counsel in the US Senate. He holds a BA degree cum laude with honors from Yale University and MBA and JD degrees from the University of Virginia.

Matt Kures

GIS State Specialist

University of Wisconsin-Extension

Center for Community and Economic Development



Matt has been with UW-Extension's Center for Community and Economic Development (CCED) since 2001. Working in partnership with Extension's statewide network of Community Resource Development (CRD) educators, he assists economic development professionals and community organizations in the areas of regional economic analysis, business district market analysis and applied geodemographic studies. Matt is a graduate of the University of Wisconsin-Madison and was a member of *In Business Magazine's* 2007 class of *40 Under 40*. A co-author of the CCED's nationally recognized

Business District Market Analysis Toolbox, he has recently presented sessions on GIS and economic analysis at the North American Meetings of the Regional Science Association International in San Francisco, the International Downtown Association's Annual Conference in New York, and the ESRI GeoInfo Business Summit in Chicago.

Paul Costello

Executive Director, Vermont Council on Rural Development

Paul Costello has served as the Executive Director of the Vermont Council on Rural Development since 2000. VCRD runs an annual Rural Summit, and conducts "Community Visits" that help rural communities build priorities, set action plans, and build connections to resources. In the last few years VCRD has founded and produced the Vermont Agriculture Viability Council, the Vermont Forest Products Council, the Vermont Council on Culture and Innovation, the Vermont Council on Planning, the Vermont Rural Energy Council and the Council on the Future of Vermont and has led statewide policy



discussions around rural telecom and built strategies to support community-based aggregation. He is the immediate past president of Partners for Rural America. Paul is a UVM alumnus and holds a PhD in intellectual history from McGill University.