

# Lake County Development (CORE)

## Community Profile

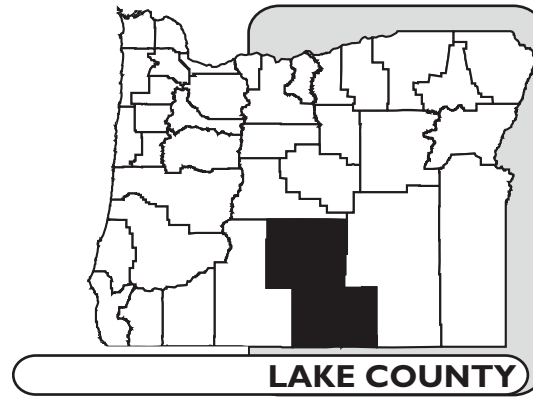
**Population** 7,565

**Location** Lakeview

## Position Description

**Sponsor** Lake County Development

**Supervisor** Ronne Lindsay,  
Executive Director



**Assignment:** The Connecting Oregon through Rural Entrepreneurship (CORE) Collaborative is an initiative designed to increase entrepreneurship opportunities within five target areas within rural Oregon: Northeast Oregon (Wallowa/Union/Baker Counties), Lake County, Southwest Oregon (Josephine/Douglas Counties), North Central Oregon (Wheeler/Gilliam/Sherman Counties), and Lincoln County. The CORE Collaborative's goal is to create comprehensive entrepreneurial development systems in these five target areas in Oregon by building on current target area strengths and the state's existing network of organizations.

The long term goals of the Collaborative are to enhance statewide rural entrepreneurship systems, create coordinated infrastructure of public and private support, secure sustainable resources that facilitate entrepreneurship and grow small businesses and entrepreneurial activity. It is the responsibility of the RARE participant to help achieve these goals within their specific target area. The projects within each placement vary depending on local needs and interests, but generally fall into several categories:

**Technical Microenterprise Development:** This may include the RARE participant taking the lead on conducting small and home business trainings, creating these trainings and marketing them to the community. Class topics include marketing, business planning and development, and growing and sustaining a small business or sole proprietorship. In addition they may create a resource library to assist with the small business development. They may also assist with services that include business counseling, training, financial literacy training and Individual Development Accounts (IDA's). Finally, they are responsible for maintaining relationships with statewide organizations that provide training opportunities.

**Youth Entrepreneurship:** The RARE participant will organize specific activities that enhance youth engagement and work collaboratively with local partners to achieve a comprehensive youth entrepreneur development program. They may explore ways to include young people in ongoing entrepreneurial activities providing them with business skills and exposing them to community entrepreneurs. The aim is to expand youth exposure to entrepreneurial alternatives to traditional employment and explore ways to incorporate youth-focused activities into public school settings. The RARE participant may be

# Lake County Development (CORE)

responsible for coordinating with teachers to determine number of students interested in youth entrepreneurship, plan a schedule of mentoring visits and work one-to-one with students to help them develop a plan for the year and a list of activities that will help the students reach their entrepreneurship goals. They may also collaborate with school faculty to aid students so that they may either start their own businesses or learn lessons that either translate to being better employees or starting a business in a later juncture in their life.

Buy Local Campaigns: Here the RARE participant will first focus on organizing and facilitate meetings of local businesses, community organizations, and community leaders. Education of the community as a whole is a focal point of the project, translating what buy local means, and understanding the various layers to the community. Therefore the RARE participant will promote the campaign thorough local media, coordinate Buy Local information sessions, and plan a Buy Local kick-off event. Promotional materials and acceptance from the community could be garnered through a coupon book and signage (banners, window signs, etc). The eventual aim is to have businesses supporting the Buy Local campaign at large as well as through supporting their more immediate neighborhood business organizations.

Renewable Energy Coordination (Specific to Lake County): The RARE participant will be the coordinator of renewable energy development within the county and create trainings and certifications required for installation and to receive federal or state credit incentives. They will attend required renewable energy meetings and coordinate with the existing stakeholder. In addition, they will create a simple step by step system for anyone interested in upgrading home or business with renewable energy.

Education and Outreach: The RARE participant will conduct outreach efforts like creating a new or maintaining an existing newsletter, announcing local business and entrepreneurial events on the local radio station, promoting these events in the local newspaper, and sponsoring any events that promote local business solidarity. The goal is to increase the participation of local businesses in the community. In addition the RARE participant will provide opportunities for entrepreneurs to generate ideas, conduct meaningful idea sharing and productive problem-solving through business social functions, special events, and other gatherings held in conjunction with the other community organizations. They will assist with the recruitment and coordination of volunteer expert speakers for trainings and track those who complete such training and attend events. The RARE participant may also be responsible for asset mapping to identify several businesses that could have a positive impact on the community or natural environment (e.g. social enterprise). After the identification of a potential business it may be worthwhile to develop a feasibility study and business plan of the best idea.

# Lake County Development (CORE)

## RARE Participant



Brian Hider

Brian graduated from California State University – Chico with a degree in Business Management Information Systems and a minor in Sustainability for Business. Brian's experience includes environmental research on carbon emissions analysis, environmental asset management, greenhouse gas accounting, and performing a comprehensive life-cycle analysis for a large farm.

Brian works for Lake County Development, which is one of four RARE positions sponsored by the CORE Collaborative available. CORE, which stands for Connecting Oregon for Rural Entrepreneurship, is a collaboration funded by the W.K. Kellogg Foundation and spearheaded by Oregon's Rural Development Initiatives. While each of the RARE assignments vary based on the needs of the specific communities, all CORE positions share a focus on creating and sustaining entrepreneurship development systems in economically distressed target areas. Brian works closely with sponsoring organizations to host appropriate trainings on entrepreneurship and to conduct a youth entrepreneurship program with local high school students. While local leaders and entrepreneurs spearhead CORE's regional efforts, a CORE Statewide Advisory Board brings together diverse lessons learned to ultimately impact statewide policy change.