

Community and Economic Development Programs

August 2005

Steve Isaacs, Assistant Director

Center for Leadership Development

This Center is an interdepartmental, interdisciplinary effort to integrate research, teaching, and extension scholarship related to leadership. The Center will also serve as a hub of communication and interaction about the wide array of leadership-related programs and opportunities at the university.

A Center steering committee has been formed to develop a strategic plan that will “...*include consideration of both direction and priorities as well as short and long term organizational and resource issues.*”

Current activities include the Nonprofit Leadership Initiative www.uky.edu/Centers/Nonprofits and sponsorship of a John Maxwell workshop in Lexington in December 2005.

Fine Arts Extension Agent

In December 2004 UK hired the nation’s first Fine Arts Extension Agent in Pike County <http://ces.ca.uky.edu/pike/> in eastern Kentucky. This joint effort between the Colleges of Agriculture and Fine Arts is an innovative pooling of the resources to strengthen the arts in rural communities.

Entrepreneurial Coaches Institute

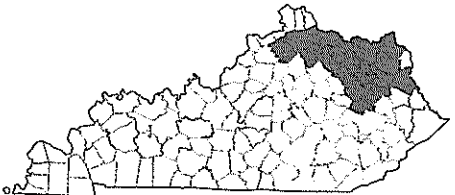
This program www.uky.edu/Ag/KECI/ is designed to build an entrepreneurial foundation in 19 tobacco dependent counties in northeastern Kentucky. The Institute is supported by a \$1.2 million Ag Development Board grant. The first class of 30 coaches is entering their second year in the program and will participate in a trip to witness entrepreneurial activities in Scotland next month.

New Assistant Director for CED

Steve Isaacs was appointed Assistant Extension Director for Community and Economic Development on July 1, 2005 replacing Richard Maurer who returned to a full-time faculty appointment in Community and Leadership Development.

WHAT IS THE KENTUCKY ENTREPRENEURIAL COACHES' CODE OF GOOD PRACTICE?

- Coaches encourage small business people to fulfill their dreams;
- coaches listen attentively;
- coaches maintain confidentiality with those whom they coach;
- coaches ask probing questions to help the entrepreneur articulate his/her business concept and to save time and money for the entrepreneur;
- the entrepreneur is responsible for doing homework between coaching sessions in order for the coaching relationship to be successful;
- coaches do not coach entrepreneurs in which there is a conflict of interest; and
- coaches do not provide technical or financial advice or answers or make judgments about individuals or businesses.



The Kentucky Entrepreneurial Coaches Institute is a program of the University of Kentucky College of Agriculture, Department of Community and Leadership Development, made possible by a grant from the Kentucky Agricultural Development Board. The program targets 19 tobacco-dependent counties in Northeastern Kentucky: Bath, Bracken, Carter, Elliott, Fleming, Grant, Greenup, Harrison, Lawrence, Lewis, Mason, Menifee, Morgan, Nicholas, Owen, Pendleton, Robertson, Rowan and Wolfe.

WANT TO KNOW MORE?

Contact:
Dr. Ronald J. Hustedde, Director
Kentucky Entrepreneurial Coaches Institute
500 Garrigus Building
University of Kentucky
Lexington, KY 40546-0215
Phone: 859-257-3186
Fax: 859-257-1164
E-mail: rhusted@uky.edu
www.uky.edu/Ag/KECI



DEPARTMENT OF
COMMUNITY AND LEADERSHIP
DEVELOPMENT

Educational programs of the Kentucky Cooperative Extension Service serve all people regardless of race, color, age, sex, religion, disability, or national origin.
UNIVERSITY OF KENTUCKY, KENTUCKY STATE UNIVERSITY,
U.S. DEPARTMENT OF AGRICULTURE, AND KENTUCKY COUNTIES,
COOPERATING
An Equal Opportunity University

Your Coach is Ready



The Kentucky
 Entrepreneurial Coaches
 Institute

WHAT IS THE KENTUCKY ENTREPRENEURIAL COACHES INSTITUTE?

The Institute is an intensive leadership program sponsored by the University of Kentucky College of Agriculture's Cooperative Extension Service; it is designed to lay a foundation for entrepreneurship in 19 tobacco-dependent counties in NE Kentucky. The participants are volunteer leaders from a variety of backgrounds who have undergone extensive training in entrepreneurial coaching with a commitment to building entrepreneurial communities. The Institute is designed to provide participants with skills and training to build their identity as coaches. It also encourages personal relationships among the coaches — a network of entrepreneurial coaches that will be available to the region.

WHO ARE THE COACHES?

The entrepreneurial coaches are well-trained volunteer leaders from NE Kentucky who have been selected in a highly competitive process and have received educational fellowships from the Kentucky Entrepreneurial Coaches Institute. Coaches come from diverse backgrounds including agribusiness, professional services, community and economic development and education.

WHAT DO THE COACHES DO?

Coaches ask the right kinds of questions to help entrepreneurs focus on market opportunities and what makes them unique. Coaches do not provide answers nor are they experts in marketing, finance, or production. The best coaches are great listeners and encouragers; they help entrepreneurs catch inconsistencies in their business plans and help them explore access to support networks. Coaches work with clients, but do not undertake formal financial analysis or business plan development. When an entrepreneur is ready, coaches cooperate with local Small Business Development Centers, Innovation and Commercialization Centers (ICC) and other organizations to ensure access to the appropriate services.

WHAT'S INVOLVED IN A COACHING RELATIONSHIP?

The relationship between the coach and the entrepreneur is unique. The coach has tools and techniques that can save time and money for the entrepreneur. These include questions that focus on developing or expanding a small business. Some sessions are more general while others are directed towards marketing, finances, management and staff and distinct competencies. The coach listens attentively to help the entrepreneur determine the market opportunity and his or her distinctive competence. Typically, a coach meets with an entrepreneur 8 to 10 times. Each session will last a maximum of two hours. The entrepreneur is expected to do exercises between sessions in order for the coaching relationship to be productive. There may also be an occasional phone call or e-mail. One of the concluding sessions involves a 15 minute presentation with one hour of advice and constructive feedback from experts identified by the entrepreneur and coach.

WHAT'S THE CULMINATION OF THE COACHING RELATIONSHIP?

The coaching relationship comes to fruition when the entrepreneur is prepared to make a 15 minute presentation before a "dream team" of advisors. This team could include potential investors, customers, suppliers, board of directors, technicians and others with whom the entrepreneur might like to explore a future relationship. After the presentation, the advisors have up to one hour to provide feedback — information that can strengthen one's business development plans and avoid potential pitfalls and problems.

CAN THE COACHING RELATIONSHIP INVOLVE AN ENTREPRENEURIAL TEAM?

Coaches can work with entrepreneurial teams of up to three individuals. However, it should be noted that the same individuals need to be involved in each coaching session.

HOW MUCH DOES IT COST?

The coaches involved with the Kentucky Entrepreneurial Coaches Institute are trained community volunteers. There isn't a cost involved except the time that the entrepreneur is expected to invest in the coaching relationship and the exercises between sessions.

HOW MANY ENTREPRENEURS CAN THE COACH SERVE?

Remember that the coaches are volunteers and the coaching relationship involves eight to ten sessions with each entrepreneur. Many coaches have full-time jobs and businesses of their own. In spite of these limitations, it is estimated that each coach could reasonably serve three to six entrepreneurs each year.

DO COACHES NEED TO HAVE TECHNICAL UNDERSTANDING OF ONE'S BUSINESS IDEAS?

The best entrepreneurial coaches work with a variety of firms in which they do not have any technical competence. The role of the coach is to listen carefully and get to the essence of a great business plan: What's the market opportunity? Why you?

WILL THE ENTREPRENEUR BE FORCED TO REVEAL TRADE SECRETS AND PENDING PATENTS TO A COACH?

The entrepreneur decides on the kind of information to be shared with the coach. For the most part, coaches do not need to know trade secrets or detailed technical information in order to help the entrepreneur find success. Typically, coaches do not sign disclosure agreements because there isn't a need.

Dr. Ronald J. Hustedde, Director
Kentucky Entrepreneurial Coaches Institute
500 Garrigus Building
University of Kentucky
Lexington, Kentucky 40546-0215
Phone: 859-257-3186
Fax: 859-257-1164
E-mail: rhusted@uky.edu
Web: www.uky.edu/Ag/KECI

Coaching^{and} Leadership Institute

UK UNIVERSITY OF KENTUCKY
College of Agriculture



*The College of Agriculture
is an Equal Opportunity Organization.*

**A Full-Court Press
for the Northeastern
Kentucky Economy**

Great Coaches

You know that the likes of Tubby Smith, Rick Pitino, Adolph Rupp, and Joe B. Hall have made University of Kentucky basketball great.

But it's not just in basketball where great coaches make great things happen. A great coach can make your community the best place to live and prosper. And guess what? That next great community coach just might be you, especially if you had a little training in community coaching.

If you are a community-minded citizen who cares about the future of your community, you should thoughtfully consider applying for one of 30 spaces in the Kentucky Entrepreneurial Coaches Institute* that will focus on Northeastern Kentucky in fall of 2004.

This leadership program will provide you with intensive workshop and travel experiences that will teach you skills you can use in your community. There will be a special focus on creating a regional network connecting local entrepreneurs and entrepreneurial coaches with local and regional organizations that provide business-related services. Entrepreneurs —people who create new businesses and organizations — are the backbone of any community economy.

Here's what you will learn during the program:

- to identify and understand the assets and weaknesses of your county's economy and its relation to the changing world economy;
- to expand the creativity and imagination of business and civic leaders;
- to network with regional, state, national, and international players to help local entrepreneurs find financing, marketing, promotional, and other resources necessary for success;
- to function as an entrepreneurial coach in your community; and
- to build a local culture that supports entrepreneurs.

*** The Kentucky Entrepreneurial Coaches Institute:**

A Leadership Program to Stimulate Small Business Start-Ups and Expansion in Northeastern Kentucky is a program of the University of Kentucky College of Agriculture made possible by a grant from the Kentucky Agricultural Development Board. The program targets 19 tobacco-dependent counties in Northeastern Kentucky: Bath, Bracken, Carter, Elliott, Fleming, Grant, Greenup, Harrison, Lawrence, Lewis, Mason, Menifee, Morgan, Nicholas, Owen, Pendleton, Robertson, Rowan, and Wolfe. The objective of the program is to encourage diversification of the economies in these counties.

About the Program

You will attend nine 2- to 3-day seminars over the course of 16 months. These will be held in Northeastern Kentucky. You also will attend a special international travel seminar for eight days in another country, such as Scotland or Eastern Canada. Workshops and tours will be led by those who have extensive knowledge and



experiences in rural entrepreneurship and coaching at the local, state, national, and international levels. Participants will work in teams to apply what they learn in seminars to help and encourage entrepreneurs in their own communities.

Those selected will be awarded a Kentucky Entrepreneurial Coaches Institute Fellowship, valued at about \$18,000, which covers seminar and international travel expenses. Fellows will be expected to pay miscellaneous costs for passports and round-trip travel to the Northeastern Kentucky seminar sites.

How Do I Apply?

Candidates for the Kentucky Entrepreneurial Coaches Institute must have close ties to agriculture, economic development or other civic-minded groups in the 19-county region.

Only one applicant per family will be considered by the selection committee, which will be made up of volunteer leaders on the Marketing and Entrepreneurism Committee, Kentucky Agriculture Development Board. Besides living or working in the 19-county area, other criteria that will be considered in the selection process include:

- a commitment to your community through nurturing small businesses,
- demonstrated leadership qualities,
- willingness to learn and explore new ways of thinking,
- character, personality, and reputation,
- ability to participate in all seminars and international travel, and
- employer consent.

Kentucky Entrepreneurial Coaches Institute



Nomination Form

I would like to nominate the individual identified below as a candidate for the Kentucky Entrepreneurial Coaches Institute. I have discussed this with the nominee, and he/she is willing to be considered as a candidate.

Nominee

Name

Street or Box Number

City

State

Zip Code

()

Phone

E-mail

Nominator

Name

Organization

()

Phone

Return to:

Dr. Ronald J. Hustedde, Director
Kentucky Entrepreneurial Coaches Institute
500 Garrigus Building
University of Kentucky
Lexington, Kentucky 40546-0215

G
Y
P
U

c
c
a
c
y

c
s
3
C
N

ir
w
c
c
e
l
b
w
a

Nomination Process

Candidates may be nominated by individuals and groups associated with agriculture, economic development, youth, and other civic-minded organizations; self-nominations are also accepted. Applicants will be interviewed as part of the final selection process.

Nominations must be received by May 1, 2004. Candidates' application forms are due June 1; final selection will be made by July 15. The first seminar begins in September 2004.

To nominate an individual, fill out the attached form. Nomination and application forms are also available on our Web site:

www.uky.edu/Ag/KECI

To find out more about the program, contact:

Dr. Ronald J. Hustedde, Director
Kentucky Entrepreneurial Coaches
Institute
500 Garrigus Building
University of Kentucky
Lexington, Kentucky 40546-0215
Phone: 859-257-3186
Fax: 859-257-1164
E-mail: rhusted@uky.edu
Web: www.uky.edu/Ag/KECI

The Kentucky Entrepreneurial Coaches Institute: A Leadership Program to Stimulate Small Business Start-Ups and Expansion in Northeastern Kentucky is a program of the University of Kentucky College of Agriculture made possible by a grant from the Kentucky Agricultural Development Board. The program targets 19 tobacco-dependent counties in Northeastern Kentucky: Bath, Bracken, Carter, Elliott, Fleming, Grant, Greenup, Harrison, Lawrence, Lewis, Mason, Menifee, Morgan, Nicholas, Owen, Pendleton, Robertson, Rowan, and Wolfe. The objective of the program is to encourage diversification of the economies in these counties.

www.uky.edu/Ag/KECI

Conducted by

UK UNIVERSITY OF KENTUCKY
College of Agriculture