



WEBINAR ANNOUNCEMENT

Results of Virtual Focus Groups on Small Businesses and Rural Communities

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Craig Wesley Carpenter and Anders Van Sandt (Texas A&M University)
Scott Loveridge (Michigan State University)

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About the webinar:

The NCRCRD hosted virtual focus groups of professionals working with rural businesses (home based, retail, and manufacturing). The virtual interactions included polls and open-ended questions with participants from around the nation. Open-ended responses were analyzed with qualitative software using the community capitals as an organizing framework. Responses indicate substantial differences in business needs and challenges across sectors. The project was supported by the Agricultural and Food Research Initiative Competitive Program of the USDA National Institute of Food and Agriculture, Award number 2017-67023-26242.

Presented by:

Dr. Linda Niehm is an Associate Professor at Iowa State University in the College of Human Sciences.

Steve McKinney is a graduate student at Iowa State University.

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Dr. Anders Van Sandt is a Postdoctoral Research and Extension Associate at Texas A&M University.

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Registration: There is no registration and no fee for attending this webinar.

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To facilitate Q&A’s, **participants will submit questions/comments via the Chat Function** in Adobe Connect.

The webinar will be recorded and archived at http://ncrcrd.msu.edu/ncrcrd/chronological_archive.

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