“…Getting out of Washington and meeting all of you, and seeing how hard you’re working, how creative you are, how resourceful you are, how determined you are, that just makes me that much more determined to serve you as best I can as President of the United States.”

- President Barack Obama

August 16, 2011
Peosta, Iowa
White House Rural Economic Forum
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Letter from the Secretary of Agriculture

On June 9, 2011, President Obama signed an Executive Order establishing the White House Rural Council. Over the past few months, the Council has had the opportunity to hear from rural communities through roundtable discussions and visits across the country. By engaging in open dialogue, top Administration officials have been hearing about the most important issues on the minds of rural Americans and bringing that message back to Washington.

Since the establishment of the White House Rural Council, President Obama, members of his Cabinet, and others senior Administration officials have made nearly 200 visits to rural communities. Through these visits, the Council has been listening to the voice of rural Americans – to their concerns and aspirations, to what they see as the challenges that lay ahead and the opportunities open to them.

This report provides an overview of what we heard during these visits. I look forward to working with the Council on addressing these issues and ensuring that rural America moves toward a prosperous and thriving future.

Finally, I would like to thank all of those who hosted and attended these visits. Your help and participation is truly appreciated as we all work together for rural America.

Sincerely,

Thomas J. Vilsack

Secretary of Agriculture & Chair of the White House Rural Council
Introduction

On June 9, 2011, President Obama established the White House Rural Council to address challenges in rural America and to build on the administration’s rural economic strategy. Since the establishment of the Council, administration officials have traveled to rural communities across the country to discuss the important issues facing rural Americans.

Administration officials traveled to rural communities in 46 states and met with rural Americans to hear about the unique challenges they are facing and the ways in which the Council can most effectively focus its efforts. Officials reported back on what they heard during these visits and their feedback is shared in this report.

This report begins with a pie chart we developed based upon the information shared with us. It is not a scientific poll, but it provides a sense of the most important issues that rural Americans are facing.
A Note About the Numbers:

These discussions and visits were designed as an opportunity to facilitate a candid and direct conversation between rural Americans and the Obama administration. The numbers presented here were all reported by administration officials moderating discussions and are not designed to reflect a scientific survey or poll. The numbers we have compiled are not designed to be reflective of all rural Americans – just those who participated in these conversations and visits. The views presented here are representative of those attending the events and do not constitute an endorsement by the White House or the President of the United States.

Map of the Rural Visit Locations
Most Important Issues
A breakdown of the issues discussed in our conversations in rural America:
Breakdown of Issues Discussed:

- **Education**
  - Encourage vocational training
  - Improve rural education
  - Costs of higher education/improve financial assistance
  - Focus on research
  - Reform No Child Left Behind
  - Brain-drain: educated individuals moving out of rural communities
  - Focus on science & technology
  - Focus on education geared toward entrepreneurship

- **Government programs and regulations**
  - Increase certainty and flexibility on regulations for rural industry and small businesses
  - More timely application processing for contracting
  - Streamline reporting requirements and applications
  - Increase technical assistance for loans and grants

- **Infrastructure**
  - Improve broadband access in rural areas, including in tribal communities
  - Improve federal assistance in road infrastructure
  - Support water storage projects, levees, rivers, locks, and dams
  - Support water and wastewater treatment facilities

- **Access to capital/business incentives**
  - Improve access to capital for businesses
  - Support small business tax credits and/or financial support, including micro loan programs and financial support for farmers
  - Establish a Rural Community Development Fund where rural areas can invest in their own communities and have government match any private dollars
  - Increased access to early stage and growth capital for rural entrepreneurs

- **Renewable Energy**
  - Support for biofuels, including woody biomass
  - Encourage local wind energy development
  - Streamline and ease regulations for green energy development

- **Economy & Workforce Concerns**
  - Focus more on domestic manufacturing
  - Immigration and workforce concerns
  - Rising cost of living and declining income
  - Reform unemployment compensation
  - Improve immigration policies to encourage highly-skilled students to stay in U.S.
  - Focus on economic development opportunities in tribal communities

- **Agriculture**
  - Improve resources for new and beginning farmers
  - Role of agriculture in our national security, including natural disasters
• **Healthcare**
  o Need solutions to lower current/projected costs and burden on businesses/families
  o Support broadband and telemedicine programs for rural healthcare
  o Targeted substance abuse policy to address challenges of rural communities

• **Trade**
  o Improve trade policy and make U.S. competitive in a global market

• **Quality of Life**
  o Improve quality of life in rural communities for economic growth and job creation
  o Continued support for rural public safety

• **Conservation and Environmental Concerns**
  o Rewards for smart farming and land conservation
  o Environmental quality of water sources Importance of soil conservation
  o Growing the outdoor recreation economy
  o Collaboration in advancing sustainable natural resource economies

• **Other issues**
  o Farm Bill
  o Government spending
  o Housing market
  o Tourism in rural America
  o Auto-industry
  o Regional cooperation in rural communities
Rural Economic Forum – Peosta, Iowa
August 16, 2011

In August, President Obama embarked on a three-day, three state bus tour of the Midwest that included stops in five communities. The Rural Forum itself was held at the Northeast Iowa Community College in Peosta, Iowa on August 16, 2011. During the Forum, five breakout group discussions were moderated by Cabinet members focusing on key issues facing rural America. President Obama participated in the first two breakout sessions.

Growing Rural Small Business

Moderated by Karen Mills, Administrator of the Small Business Administration

Promoting Agricultural Innovation and Renewable Energy Jobs

Moderated by Tom Vilsack, Secretary of Agriculture

Strengthening the Middle Class in Rural America

Moderated by Shaun Donovan, Secretary of Housing and Urban Development and Melody Barnes, Chair of the Domestic Policy Council

Creating Jobs through Conservation, Outdoor Recreation, and Tourism

Moderated by Ken Salazar, Secretary of Interior and Nancy Sutley, Chair of the Council on Environmental Quality

Building Economic Opportunity for Rural Business through Infrastructure Investments

Moderated by Ray LaHood, Secretary of Transportation

Key Themes and Issues:
- Importance of rural America in contributing to the economic health of the country
- Need to attract capital and increase available credit for rural communities
- Importance of small business support for rural communities
- Regional planning and development has been successful and should continue to be supported
- Importance of continuing to support the innovation occurring in renewable energy
- Increased certainty and flexibility on regulations
- Important to attract new, young farmers – reduce barriers to getting into farming.
- Broadband is key to providing economic opportunities. The ability to telecommute or have access to distance learning and telemedicine is extremely important to rural communities.
- Need for increased opportunities and incentives for physicians to provide service in rural areas
- Technical assistance on accessing Federal programs is important to small, rural communities.
- Modernization of existing federal agriculture subsidies
- Importance of easements in mitigating future flood impacts on both private and public lands
- Rewards and incentives for farmers that use good conservation practices
List of Visits:

Below is the full list of visits that Obama Administration officials made to rural America during the summer of 2011. These visits included tours of rural communities, businesses and farms as well as roundtable discussions with rural Americans.

June 9, SBA Regional Administrator John Shoraka, Clarksburg, West Virginia
June 10, USDA State Directors Dan Steinkruger and Maxine Moul, Ceresco, Nebraska
June 17, USDA Deputy Secretary Kathleen Merrigan, York, Pennsylvania
June 20, USDA Under Secretary Dallas Tonsager, Salt Lake City, Utah
June 22, USDA Deputy Under Secretary Cheryl Cook, Dubuque, Iowa
June 23, HUD Assistant Secretary Mercedes Marquez and USDA State Director Vicki Walker, Redmond, Oregon
June 24, SBA Regional Administrator Dan Hannaher and USDA State Director Derrel Carruth, Casper, Wyoming
June 26, USDA Under Secretary Ed Avalos, Denver, Colorado
June 27, White House ONDCP Director Gil Kerlikowske and ARC Co-Chair Earl Gohl, Johnson City, Tennessee
June 28, GSA Regional Administrator Sue Damour, Lower Brule Sioux Tribe, SD
June 29, SBA Regional Administrator Dan Hannaher, Fargo, North Dakota
June 30, SBA Regional Administrator Calvin Goings, Puyallup, Washington
July 5, VA Secretary Eric Shinseki, Bismarck, North Dakota
July 7, VA Secretary Eric Shinseki, Bozeman, Montana
July 7, VA Secretary Eric Shinseki, Helena, Montana
July 7, VA Secretary Eric Shinseki, Billings, Montana
July 8, VA Secretary Eric Shinseki, Billings, Montana
July 8, USDA Under Secretary Ed Avalos, Billings, Montana
July 11, USDA Deputy Secretary Kathleen Merrigan, Richmond, Virginia
July 11, ARC Co-Chair Earl Gohl, Kingsport, Tennessee
July 12, USDA Administrator Judy Canales, Hidalgo, Texas
July 12, USDA Under Secretary Michael Scuse, Springfield, Illinois
July 13, GSA Regional Administrator Sue Damour, Billings, Montana
July 14, DOI Secretary Ken Salazar, Madison, Wisconsin
July 14, SBA Administrator Karen Mills, Fairmont, West Virginia
July 15, DOI Secretary Ken Salazar, Crow Reservation, Montana
July 15, DOI Secretary Ken Salazar, Ovando, Montana
July 15, DOI Secretary Ken Salazar, Kalispell, Montana
July 18, ED Deputy Assistant Secretary John White, Greenville, Tennessee
July 18, USDA Administrator Jonathan Adelstein, Nelsonville, Ohio
July 18, DOC Under Secretary David Kappos and USDA State Director Virginia Manuel, Bangor, Maine
July 18, State Department Senior Advisor for Innovation Alec Ross, Cumberland, Maryland
July 20, USDA Secretary Tom Vilsack, Annapolis, Maryland
July 22, ARC Co-Chair Earl Gohl, Oak Ridge, Tennessee
July 22, HHS Regional Director Joanne Grossi, Wise, Virginia
July 22, EPA Regional Administrator Jared Blumenfeld, Ibapah, Utah
July 23, ARC Co-Chair Earl Gohl, Abingdon, Virginia
July 25, DOE Secretary Steven Chu, Concord, North Carolina
July 25, GSA Regional Administrator Sue Damour, Jamestown, North Dakota
July 26, ARC Co-Chair Earl Gohl, Spartanburg, South Carolina
July 26, USDA Administrator Jonathan Adelstein, Charles City, Iowa
July 27, SBA Regional Administrator John Shoraka, Lancaster, Pennsylvania
July 27, USDA Under Secretary Harris Sherman, Murfreesboro, Tennessee
July 28, ARC Co-Chair Earl Gohl and Commerce Deputy Undersecretary Nancy Potok, Lewisburg, Pennsylvania
July 29, ARC Co-Chair Earl Gohl and USDA State Directors Bill Wehry and Tom Williams, Williamsport, Pennsylvania
July 31, HHS Regional Director Herb Schultz, Flagstaff, Arizona
August 1, HHS Secretary Kathleen Sebelius, Aurora, Missouri
August 1, HHS Secretary Kathleen Sebelius, Joplin, Missouri
August 1, USDA Deputy Under Secretary Ann Mills, Thibodaux, Louisiana
August 1-3, EPA Regional Administrator Karl Brooks, Kansas
August 2, DOT Deputy Secretary John Porcari and USDA Under Secretary Ed Avalos, Groves City, Ohio
August 2, GSA Regional Administrator Ann Kalayil, Princeton, IL
August 2, DOT Secretary John Porcari and USDA Under Secretary Ed Avalos, Columbus, Ohio
August 2, HHS Regional Director Herb Schultz, Litchfield, Arizona
August 2, EPA Regional Administrator Jared Blumenfeld, Loleta, California
August 3, USDA Under Secretary Michael Scuse, Berlin, Vermont
August 3, SBA Assistant Administrator Ana Harvey, Newton, Iowa
August 3, EPA Regional Administrator Al Armendariz, Irving, Texas
August 3, SBA Regional Administrator Calvin Goings and USDA State Director Mario Villanueva, Elma, Washington
August 3, ARC Co-Chair Earl Gohl, Greeneville, Tennessee
August 3, DRA Federal-Chairman Chris Masingill and USDA State Director Bobby Goode, Union City, Tennessee
August 3, EPA Administrator Lisa Jackson, Lititz, Pennsylvania
August 3, HHS Regional Director Joanne Grossi, Wheeling, West Virginia
August 3, HHS Regional Director Susan Johnson, Anchorage, Alaska
August 4, White House Senior Policy Advisor for Native American Affairs Kimberly Teehee and federal agency colleagues, Washington, DC
August 4, HHS Regional Director Herb Schultz, Fresno, California
August 4, USDA Secretary Tom Vilsack, West Allis, Wisconsin
August 4, DOT Deputy Administrator Greg Nadeau, Wilmington, Ohio
August 4, HUD Assistant Secretary John Trasvina, Lampeter, Pennsylvania
August 4, ARC Co-Chair Earl Gohl, Morristown, Tennessee
August 4, DRA Federal-Chairman Chris Masingill, Mayfield, Kentucky
August 4, FCC Chairman Julius Genachowski, Jeffersonville, Indiana
August 5, GSA Regional Administrator George Northcroft, Ketchikan, Alaska
August 5, White House OSTP Aneesh Kopra, Blacksburg, Virginia
August 6, HHS Regional Director Herb Schultz, Pomona, California
August 8, ED Linda Hall, Spokane, Washington

August 9, CEQ Chair Nancy Sutley, Grant County, Oregon

August 9, EPA Regional Administrator Judith Enck and USDA State Director Paul Hlubik, Augusta, New Jersey

August 9, ARC Co-Chair Earl Gohl, London, Kentucky

August 9, GSA Administrator Sue Damour, Cheyenne, Wyoming

August 9, ED Linda Hall, Spokane, Washington

August 10, GSA Administrator Sue Damour, Salt Lake City, Utah

August 10, ED Secretary Arne Duncan, Nashville, Tennessee

August 10, HHS Regional Director Christie Hager, Dexter, Maine

August 10, HHS Regional Director Jaime Torres, Buffalo, New York

August 10, DOT Administrator Peter Appel, Ames, Iowa

August 10, CEQ Chair Nancy Sutley, Deschutes County, Oregon

August 10, ED Deputy Assistant Secretary John White, St. Peters, Minnesota

August 10, SBA Regional Administrator Calvin Goings and USDA State Directors Richard Rush and Wally Hedrick, Middleton, Idaho

August 11, HHS Regional Director Christie Hager, Machais, Maine

August 11, HHS Regional Director Christie Hager, Lubec, Maine

August 11, SBA Regional Administrator Calvin Goings, Boise, Idaho

August 11, DRA Federal-Chairman Chris Masingill and USDA State Director Trina George, Clarksdale, Mississippi

August 11, DOT Administrator Peter Appel, Park City, Utah

August 11, EPA Regional Administrator Karl Brooks, St. Joseph, Missouri

August 11, HHS Regional Director Marguerite Salazar, Denver, Colorado

August 11, HHS Regional Director Herb Schultz, Fresno, California

August 12, ARC Co-Chair Earl Gohl, Sylva, North Carolina

August 12, USDA Deputy Under Secretary Karis Gutter, Helena, Arkansas

August 12, USDA Under Secretary Cathy Woteki, Wamego, Kansas
August 12, SBA Regional Administrator Jorge Silva-Puras, DOT Administrator Karen Rae, USDA State Directors James Barber and Jill Harvey, Troy, New York

August 12, DOT Administrator, David Strickland, Waxahatchie, Texas

August 12, HHS Regional Director Joanne Grossi, Huntington, West Virginia

August 12, HHS Regional Director Herb Schultz, Petaluma, California

**August 15, President Obama, Cannon Falls, Minnesota**

**August 15, President Obama, Decorah, Iowa**

August 15, USDA Deputy Under Secretary Ann Wright and USDA Senior Advisor Brandon Willis, Brainerd, Minnesota

August 15, USDA Administrator Judy Canales, Covington, Louisiana

August 15, USDA Deputy Under Secretary Janey Thornton, Frankfort, Kentucky

**August 16, President Obama, Peosta, Iowa**

August 16, USDA Under Secretary Ed Avalos, Dothan, Alabama

August 16, USDA Administrator Judy Canales, Marianna, Florida

August 16, USDA Administrator Audrey Rowe, Newton, Georgia

August 16, SBA Regional Administrator Dan Hannaher and USDA State Director Matt Jones, Kalispell, Montana

August 16, HHS Regional Director Susan Johnson, Squaxin, Washington

August 16, USDA Faith Based Director Max Finberg, Dubuque, Iowa

**August 17, President Obama, Atkinson, Illinois**

**August 17, President Obama, Alpha, Illinois**

August 17, ARC Co-Chair Earl Gohl, Florence, Alabama

August 17, VA Secretary Eric Shinseki, Las Vegas, Nevada

August 17, EPA Regional Administrator Karl Brooks, Des Moines, Iowa

August 17, EPA Regional Administrator Shawn Garvin and HUD Regional Administrator Jane Vincent, Lincoln, Delaware

August 17, HHS Regional Director Joanne Grossi, Charleston, West Virginia

August 18, ARC Co-Chair Earl Gohl, Walton, New York

August 18, HHS Regional Director Marjorie Petty, Albuquerque, New Mexico
August 18, HHS Regional Director Marjorie Petty, Los Luna, New Mexico
August 18, HHS Regional Director Susan Johnson, Bethel, Alaska
August 18, USDA Under Secretary Dallas Tonsager, Howard, South Dakota
August 18, DRA Co-Chairman Chris Masingill, Selma, Alabama
August 18, USDA Administrator Judy Canales, Sedalia, Missouri
August 19, ARC Co-Chair Earl Gohl, Cortland, New York
August 19, ED Director Karen Cator, Mooresville, North Carolina
August 19, HHS Regional Director Marjorie Petty, Espanola, New Mexico
August 19, HHS Regional Director Marjorie Petty, Moriarty, New Mexico
August 19, DOI Assistant Secretary Marcilynn Burke, Fairbanks, Alaska
August 19, USDA Secretary Tom Vilsack, Des Moines, Iowa
August 19, DOC Under Secretary Jane Lubchenco, Morro Bay, California
August 19, EPA Regional Administrator Judith Enck, Sanarac Lake, New York
August 19, GSA Regional Administrator Sue Damour, Rapid City, South Dakota
August 19, DOT Secretary Ray LaHood, Springfield, Illinois
August 19, VA Secretary Eric Shinseki, Omaha, Nebraska
August 19, EPA Regional Administrator Jim Martin, Douglas, Wyoming
August 20, DOC Under Secretary Jane Lubchenco, Newport, Oregon
August 21, USDA Secretary Tom Vilsack, Brooklyn, Michigan
August 21, USDA Under Secretary Harris Sherman, Sitka, Alaska
August 22, USDA Secretary Tom Vilsack, Lansing, Michigan
August 22, USDA Secretary Tom Vilsack, Battle Creek, Michigan
August 22, USDA Secretary Tom Vilsack, Sparta, Michigan
August 22, DOI Assistant Secretary Gail Adams, Flat Rock, North Carolina
August 22, HUD Secretary Shaun Donovan, Albuquerque, New Mexico
August 22, USDA Senior Advisor Janie Hipp, Oklahoma City, Oklahoma
August 22, DOI BLM Director Bob Abbey, Elko, Nevada
August 23, DOI Assistant Secretary Anne Castle and USDA State Director Alan Stephens, Maricopa, Arizona
August 23, DOC Under Secretary Jane Lubchenco, Homer, Alaska
August 23, DOT Administrator David Strickland, Aiken, South Carolina
August 23, USDA Under Secretary Harris Sherman, Ketchikan, Alaska
August 23, EPA Regional Administrator Gwen Fleming, Pasco County, Florida
August 23, SBA Regional Administrator John Shoraka, Lewisburg, West Virginia
August 23, USDA Under Secretary Dallas Tonsager and SBA Regional Administrator Patricia Brown-Dixon, Grinnell, Iowa
August 23, USDA State Director Bill Menning, West Union, Iowa
August 23, DRA Co-Chairman Chris Masingill and USDA Deputy Under Secretary Doug O’Brien, Bastrop, Louisiana
August 23, USDA Under Secretary Cathy Woteki, Greenville, South Carolina
August 23, SBA Regional Administrator Jeanne Hulit and USDA State Director Donovan Todd, Orono, Maine
August 23, SBA Regional Administrator Dan Hannaher, Windsor, Colorado
August 23, GSA Regional Administrator Shyam Reddy, SBA Regional Administrator Cassius Butts and USDA State Directors Vernita Dore and Laurie Lawson, Columbia, South Carolina
August 24, GSA Regional Administrator Martha Johnson, Montpelier, Vermont
August 24, USDA Administrator Jonathan Adelstein, Fairbanks, Alaska
August 24, SBA Regional Administrator Jeanne Hulit, Exeter, New Hampshire
August 24, DRA Co-Chairman Chris Masingill, USDA Deputy Under Secretary Doug O’Brien, DOC Assistant Secretary John Fernandez, Pine Bluff, Arkansas
August 24, SBA Regional Administrator Elizabeth Echols, Fernley, Nevada
August 24, HHS Regional Director Joanne Grossi, Harrisburg, Pennsylvania
August 25, HUD Chief of Staff Laurel Blatchford, Berkeley Springs, West Virginia
August 25, ARC Co-Chair Earl Gohl, Holly Springs, Mississippi
August 25, EPA Regional Administrator Al Armendariz, Falcon Heights, Minnesota
August 25, DOC Under Secretary Jane Lubchenco, Barrow, Alaska
August 25, DOC Under Secretary Jane Lubchenco, Wainwright, Alaska
August 26, HHS Regional Director Marguerite Salazar, Rifle, Colorado
August 27, HHS Regional Director Marguerite Salazar, Grand Junction, Colorado
August 29, HHS Regional Director Anton Gunn, Marianna, Florida
August 29, HHS Acting Regional Director James Galloway, Lawrence, Michigan
August 29, SBA Regional Administrator Jorge Silva-Puras, Ponce, Puerto Rico
August 30, SBA Regional Administrator Dan Hannaher, Dickinson, North Dakota
August 30, DOT Administrator Anne Ferro, Bismarck, North Dakota
August 30, DOT Administrator David Strickland, East Liberty, Ohio
August 30-September 1, EPA Regional Administrator Curt Spaulding and USDA State Director Virginia Manuel, Maine
August 30, GSA Regional Administrator Shyam Reddy, Oxford, Mississippi
August 31, VA Secretary Eric Shinseki, St. Paul, Minnesota
September 1, VA Secretary Eric Shinseki and USDA State Director John Whitaker, Indianola, Iowa
September 1, EPA Regional Administrator Shawn Garvin, Timonium, Maryland
September 1, EPA Regional Administrator Jim Martin, Utah
September 1, USDA Acting Deputy Under Secretary Rebecca Blue, Huron, South Dakota
September 1, USDA Acting Deputy Under Secretary Rebecca Blue, Brookings, South Dakota
September 1, HHS Regional Director Marguerite Salazar, Alamosa, Colorado
September 6, EPA Regional Administrator Dennis McLerran, Yakima, Washington
September 6, ARC Co-Chair Earl Gohl, Prestonsburg, Kentucky
September 8, EPA Regional Administrator Al Armendariz, Dallas, Texas
September 9, HHS Administrator Mary Wakefield HHS Administrator Judy Baker and USDA State Director Bill Menner, Atlantic, Iowa
Department References:

ARC- Appalachian Regional Commission
CEQ- Council on Environmental Quality
DOC- Department of Commerce
DOE- Department of Energy
DOI- Department of Interior
DOT- Department of Transportation
DRA- Delta Regional Authority
ED- Department of Education
EPA- Environmental Protection Agency
FCC- Federal Communications Commission
GSA- General Services Administration
HHS- Department of Health and Human Services
HUD- Department of Housing and Urban Development
ONDCP- White House Office of National Drug Control Policy
OSTP- White House Office of Science and Technology Policy
SBA- Small Business Administration
USDA- U.S. Department of Agriculture
VA- Veterans Affairs
**Additional Resources:**

White House Rural Council

- Stay updated on upcoming announcements and work by the Council
  - [http://www.whitehouse.gov/administration/eop/rural-council](http://www.whitehouse.gov/administration/eop/rural-council)
- Sign-up for email updates and continue to provide us with feedback
  - [http://www.whitehouse.gov/administration/eop/rural-council/about/email](http://www.whitehouse.gov/administration/eop/rural-council/about/email)

Rural America and the President’s Jobs Plan:


President Obama’s Rural Tour:

- [http://www.whitehouse.gov/administration/eop/rural-council/rural-tour-2011](http://www.whitehouse.gov/administration/eop/rural-council/rural-tour-2011)