

**Enterprising Rural Families: Helping Families Manage Rural Enterprises for Success**

John P. Hewlett, Randolph R. Weigel, William R. Taylor, and the Enterprising Rural Families Team  
*University of Wyoming, USA*

Enterprising Rural Families is a course designed to assist families manage their rural enterprises for success. It was conceived by Extension educators in the United States working with collaborators in Queensland Australia and British Columbia Canada. A robust, visual model describes the interlinking and overlap of individual, family, business, and community systems surrounding and shaping the rural family enterprise at its core. Originally developed as an online course with supporting electronic monthly newsletter, the team is more recently developing CD-based modules for distribution and presentation in other venues. *Strategic Management* focuses on assisting families define and achieve the success they desire. The *Resource Inventory* course is designed to aid in resource identification and assessment. Enterprising Rural Families provides hands-on solutions to issues faced by rural enterprise managers everywhere. As such, the course is especially relevant to areas intent on rural revitalization.

**Keywords:** rural family, enterprise management, risk management