

Community Profile

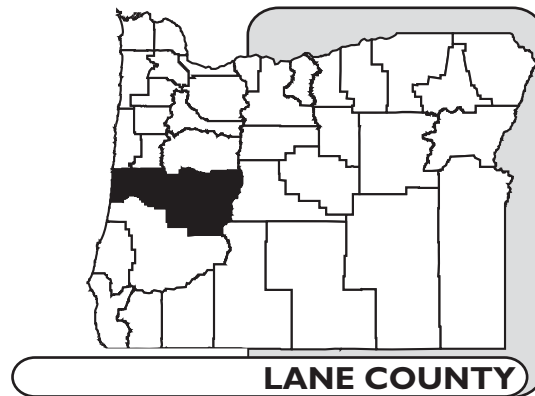
Population 137,893

Location Eugene

Position Description

Sponsor City of Eugene

Supervisor Shawn Winkler-Rios
Executive Director



Assignment **Microenterprise Development.** eDev is a nonprofit microenterprise development organization located in Eugene, Oregon. Its mission is to provide business development services to both individuals who want to either start a small business or to build their existing business and to communities that are wanting to economically strengthen and diversify their economies. Each year it provides services to approximately 300 clients through one-on-one technical assistance or classes or access to capital.

The RARE participant placed at eDev is focusing on building institutional capacity. eDev's mission is to assist emerging rural microenterprises to grow learning skills and strengthen business knowledge. The RARE participant is developing an organized approach to supporting microenterprise development by creating a system to gather information from clients such as demographics and resource needs. Further, he is building a system to create relevant work plans for clients to gain experiential knowledge in their field and a system to benchmark measurable progress of each business.

RARE Participant



Ellen Kaufmann

Ellen Kaufmann grew up in St. Louis, Missouri. She graduated with a BS in Business Administration from Truman State University. As a student, Ellen studied abroad in Salamanca, Spain where she studied Spanish. Following graduation, Ellen worked as a financial advisor and realized that she was primarily interested in small business development in a rural setting. In order to gain experience, she joined the Peace Corps. As a Peace Corps volunteer, Ellen served in Nicaragua and focused on microenterprise development. After her RARE year, Ellen plans to study Community and Regional Planning at the University of Oregon.