

David J. Connell, PhD

Assistant Professor
School of Environmental Planning
University of Northern British Columbia
3333 University Way
Prince George, British Columbia, Canada V2N 4Z9
connell@unbc.ca
www.unbc.ca/planning
www.djconnell.ca

EDUCATION

DOCTOR OF PHILOSOPHY (Rural Studies – Sustainable Rural Communities)
University of Guelph, Ontario

MASTER OF BUSINESS ADMINISTRATION (Business Policy and Planning)
University of Windsor, Ontario

BACHELOR OF COMMERCE (Marketing/Market Research)
University of Windsor, Ontario

BACHELOR OF ARTS (Economics)
University of Toronto at Mississauga, Ontario

SCHOLARLY CONTRIBUTIONS

JOURNAL ARTICLES

Peer reviewed

Connell, David J. and Ellen Wall (2004). “Profiling Economic Capacity.” *Journal of Extension* 42(4). Available on-line at: <http://www.joe.org/joe/2004august/index.shtml>

Connell, David J. 2003. “Multiple Constructions of the Environmental Crisis: A Sociocybernetic View.” *Journal of Sociocybernetics* 3(2):1-12. Available on-line at: <http://www.unizar.es/sociocybernetics/Journal/dentro.html>

BOOK CHAPTERS

Peer reviewed

Connell, David J. (forthcoming, 2006). “Re-formulating Community as a Complex Social System.” In Alfonso Gumucio-Dagron and Thomas Tufte (Eds.), *Communication for Social Change Anthology: Historical and Contemporary Readings*. South Grange, NJ: Communication for Social Change Consortium, Inc.

Non-peer reviewed

Wall, Ellen, David J. Connell, and Tony Fuller 2004. "Profitable Associations: The Role of Social Capital in Rural Economic Development." In Halseth, Greg and Regine Halseth (Eds.) *Building for Success: Explorations of Rural Community and Rural Development*. Brandon, MN: Rural Development Institute, Brandon University.

Wall, Ellen, David J. Connell, Masashi Tachikawa, and Ken-ichi Yabe (forthcoming). "The Voluntary Sector in Rural Communities: A Comparison of Japan and Canada." In Apedaile, Peter and Nobuhiro Tsuboi (Eds.), *Revitalizing Rural Hinterlands: Comparative Studies in Japan and Canada*. Canadian Rural Revitalisation Foundation/Institute for Rural Revitalisation (Japan).

Tsuboi, Nobuhiro and David J. Connell (forthcoming). "Rural Dynamics." In Apedaile, Peter and Nobuhiro Tsuboi (Eds.), *Revitalizing Rural Hinterlands: Comparative Studies in Japan and Canada*. Canadian Rural Revitalisation Foundation/Institute for Rural Revitalisation (Japan).

CONFERENCE PROCEEDINGS

Connell, David J. and Ellen Wall 2005. "Economic Capacity Profiles: Creative Expressions of Local Circumstances." *Live on Arrival*, Planning Institute of British Columbia 2005 Conference, Victoria, BC, April 19-22, 2005. Available on-line: <http://www.pibc.bc.ca/05conf/index.html>.

CONFERENCE PRESENTATIONS

Connell, David J. 2005. "Exploring the 'Ritual' of Growing Food in Intentional Communities: An Intimate Connection In a Disconnected World." *Festivals, Anniversaries, Rituals and Celebrations in Community*, Communal Studies Association Annual Conference 2006, Ambridge, Pennsylvania, USA, September 29-October 1, 2005.

Connell, David J., John Smithers, and Alun Joseph 2005. "Unpacking Good Food: from conceptual map to analytical framework." *Visualizing Food and Farm*, Agriculture, Food, and Human Values Society, Portland, Oregon, USA, Thursday, June 9 - 12, 2005.

Connell, David J. and Ellen Wall 2005. *Economic Capacity Profiles: Creative Expressions of Local Circumstances*. Conference paper presented at: Live on Arrival, Planning Institute of British Columbia 2005 Conference, Victoria, BC, April 19-22, 2005.

Connell, David J., John Smithers, and Alun Joseph 2005. "Unpacking Good Food: Towards Understanding the Semantics of Organics." *Social Research in Organic Agriculture Conference*. University of Guelph, Guelph, Ontario, Canada, January 25, 2005.

Connell, David J., Tony Fuller, and Nobuhiro Tsuboi 2004. "Governance: The Dynamic Tension of an Arena Society." *World Congress of Rural Sociology*, Trondheim, Norway, July, 2004.

Connell, David J. 2004. "Post Normal Philosophy: The Disconnectedness of All Things." Session: *Complexity, post-normal science and ecosystem approach. A Tribute to the Life and Work of James Kay*. Eighth Biennial Scientific Conference, International Society for Ecological Economics, Montreal, Quebec, July, 2004.

Connell, David J. 2004. "Philosophical Reflections on 'The Communitarian Vision'." Eighth Conference, International Communal Studies Association, Iowa, United States, June, 2004.

- Connell, David J. 2004. "Organic Farming: A Shared Practice of Community." *Social Research in Organic Agriculture Conference*. University of Guelph, Guelph, Ontario, Canada, January 23, 2004.
- Connell, David J. 2003. "Community Theory: A Problem of Self-reference." Session: Contemporary Sociological Theory, Canadian Sociology and Anthropology Association Annual Meeting, *Congress for the Humanities and Social Sciences*, Halifax, Nova Scotia, Canada, June 1-5, 2003.
- Connell, David J. 2003. "Searching for Meaning in the Landscapes of Community." Session: Space and Community: Mapping Social Worlds, Canadian Sociology and Anthropology Association Annual Meeting, *Congress for the Humanities and Social Sciences*, Halifax, Nova Scotia, Canada, June 1-5, 2003.
- Connell, David J. 2002. (keynote speaker) "Eco-villages in Australia: A Traveller's Perspective." Annual Meeting, Eco-village Network of Canada, Caledon, Ontario. August 23-25, 2002.
- Connell, David J. 2002. "Community as 'Place in this World': A Second-order Observation." *XVth World Congress of Sociology*, Research Council 51: Sociocybernetics, International Sociological Association. Brisbane, Australia. July 7-13, 2002.
- Connell, David J. 2002. "Complex Constructions of Complex Crises: A Sociocybernetic View of Multiple Observations." Session on Environment, Economy, and Society, *XV World Congress of Sociology*. Brisbane, Australia. July 7-13, 2002.
- Connell, David J. 2002. "Community: A Place Between Risk and Security." *The Community Effect in Rural Places*, 65th Annual Meeting, Rural Sociological Society. Chicago, United States, August 14-18, 2002.
- Connell, David J. 2002. "From Symbolic Interactionism to Luhmann: From First-order to Second-order Observations of Society." *Semiotics and Hermeneutics: Methodologies and Techniques for Self Construction*, Society for the Study of Symbolic Interaction 2002 Conference, Chicago. August 16-19, 2002.
- Connell, David J. 2002 (keynote speaker and moderator). "Methodological Considerations for the Study of Community" *Work-In-Progress Conference 2001-2002*, Department of Sociology and Anthropology and Department of Geography and Environmental Studies, Carleton University. Ottawa, Ontario. March 8, 2002.
- Connell, David J. 2001. "The Meaning of Community and Community as Meaning." 4th Annual National Policy Research Conference, *Bringing Communities Together*. Ottawa, Ontario. December 5-7, 2001.
- Connell, David J. 2001. "The New Rural Community." 13th Annual Canadian Rural Revitalisation Foundation Conference, *From Theory to Action*. Muenster, Saskatchewan, October 24-27, 2001.
- Connell, David J. 2001. "The Meaning of Community and Community as Meaning." *In Search of ... Sustainability, Rurality, and Community*, Rural Studies Conference, University of Guelph. Guelph, Ontario, October 12, 2001.
- Wall, Ellen and David J. Connell 2000. "Is the Circle Broken? Responses to Municipal Restructuring and Changes in Government Service Delivery." Agricultural Institute of Canada Annual Conference, *Sustaining Rural Canada*. Guelph, Ontario, July 8-11, 2001.
- Connell, David J. 2001. "Community As a Complex System." *Paradigms Lost and Paradigms Gained*, University of Calgary. Calgary, Ontario, May 9, 2001.

Connell, David J. and Ellen Wall 2001. *Broken Circle or Breaking New Ground?: Responses to Municipal Restructuring and Changes in Government Service Delivery*. Canadian Rural Revitalisation Foundation, Spring Workshop. Sackville, New Brunswick. April 29, 2001.

Wall, Ellen and David J. Connell 2000. "Is the Circle Broken? Responses to Municipal Restructuring and Changes in Government Service Delivery." Twelfth Annual Canadian Rural Revitalization Foundation Conference, Alfred, ON, October 11-14, 2000.

Wall, Ellen, David J. Connell, and Anthony M. Fuller 2000. "Profitable Associations: The Role of Social Capital in Rural Community Economic Development." Canadian Employment Research Forum, Sudbury, Sept. 8-9, 2000.

RESEARCH REPORTS

Connell, David J. 2005. *Market Assessment: Prince George Farmers Market*. October, 2005.

Connell, David J. 2004. *Economic Capacity Profiles: 2004 Update*. New Rural Economy2 Project, Canadian Rural Revitalisation Foundation.

Connell, David J. 2004. *Livelihoods of Migratory Agriculture Workers in West Elgin, Ontario*. Guelph, ON: School of Environmental Design and Rural Development, University of Guelph.

Connell, David J. 2003. *Social and Economic Inclusion Initiative: Closing the Distance in Elgin County. Final Report*. Guelph, ON: School of Environmental Design and Rural Development, University of Guelph.

Connell, David J. and Ellen Wall 2002. *New Rural Economy Project: Economic Capacity Profiles*. New Rural Economy Project, Canadian Rural Revitalisation Foundation.

Connell, David J. and Ellen Wall 2001. *Broken Circle or Breaking New Ground? Sustainable Rural Communities Research Report*. Guelph, ON: University of Guelph.

Connell, David J. 2001. *Summer 2000 Field Research (New Rural Economy): Methods Study*. Montreal, QC: Canadian Rural Revitalisation Foundation.

DISSERTATION

Connell, David J. 2003. *Observing Community: An Inquiry Into the Meaning of Community Based on Luhmann's General Theory of Society*. Guelph, ON: Rural Studies (Sustainable Rural Communities), University of Guelph.

MANUALS

A Manual For Creating Economic Capacity Profiles
University of Guelph/Ontario Ministry of Agriculture and Rural Affairs, 2004.

Fundraising: Know What You're Selling. A Fundraising Manual for Boys and Girls Clubs.
Hamilton, ON: Boys and Girls Clubs of Ontario, 1996.

Your Community's Guide to New Club Development
Hamilton, ON: Boys and Girls Clubs of Ontario, 1995.

TEACHING and LECTURES

Instructor, *Special Topics: Ecological Economics* (ENPL 498 Fall 2005), School of Environmental Planning, University of Northern British Columbia.

Instructor, *Rural Community Economic Development* (ENPL 313 Fall 2005), School of Environmental Planning, University of Northern British Columbia.

Instructor, *Social Research Methods* (ENPL 419 Winter 2006), School of Environmental Planning, University of Northern British Columbia.

Instructor, *Planning Theory, Process, and Implementation* (ENPL 411 Winter 2006), School of Environmental Planning, University of Northern British Columbia.

Instructor, *Rural Community Systems* (graduate course, Winter 2004), School of Environmental Design and Rural Development, University of Guelph.

Instructor, *Economic Development for Rural and Smaller Communities* (undergraduate; distance education, Winter 2004), School of Environmental Design and Rural Development, University of Guelph.

Co-Instructor, *Social Planning and Policy* (graduate course, Fall 2003), School of Environmental Design and Rural Development, University of Guelph.

Teaching Associate, *Rural Community Systems* (graduate course, Winter 2003), School of Environmental Design and Rural Development/Department of Geography, University of Guelph.

Lecture: "Community: Theoretical Perspectives." February 6, 2003.

Lecture: "Empirical Evidence: New Rural Economy Project." January 16, 2003.

Lecturer (guest). "Community Theory and Practice." *Sustainable Rural Communities* (Rural Studies PhD course), University of Guelph, November 4 and 11, 2003.

Lecturer (guest). "Introducing Niklas Luhmann." *Contemporary Sociological Theory* (third year course), Department of Sociology and Anthropology, University of Guelph, November 5, 2001.

Workshop instructor. "Using Analytical Frameworks as Problem-solving Tools in Planning and Development." Professional Practice Course Module, School of Environmental Design and Rural Development, University of Guelph, January 15, 2003.

Workshop instructor. "Small Business Development." Professional Practice Course Module, School of Environmental Design and Rural Development, University of Guelph, January 25, 2002.

PROFESSIONAL PUBLICATIONS (Magazines, newspapers, newsletters)

Connell, David J. 1999. "Healthy Economic Development" *The Economic & Technology Development Journal of Canada*. Vaughan, Ontario: Pentone Communications.

Connell, David J. 1999. "Plan for the Most: The Benefit of Experience" *Mentorprise*. Vaughan, Ontario: York Neighbourhood Services, Vol. 3.

Connell, David J. 1999. "Business and Youth: Working Together" *Mentorprise*. Vaughan, Ontario: York Neighbourhood Services, Vol. 2.

Connell, David J. 1999. "Invest In Potential" *Mentorprise*. Vaughan, Ontario: York Neighbourhood Services, Vol. 2.

- Connell, David J. 1999. "Mentoring as a Business Solution" *Mentorprise*. Vaughan, Ontario: York Neighbourhood Services, Vol. 1.
- Connell, David J. 1999. "Learning Organisations" *Mentorprise*. Vaughan, Ontario: York Neighbourhood Services, Vol. 1.
- Connell, David J. 1999. "The Secret to Organisational Learning," *Caledon Citizen*. Bolton, Ontario: Caledon Citizen, April 14, 1999.
- Connell, David J. 1999. "Create Entrepreneurs in Your Company," *Caledon Citizen*. Bolton, Ontario: Caledon Citizen, March 10, 1999.
- Connell, David J. 1999. "Take Advantage of Your Strengths," *Caledon Citizen*. Bolton, Ontario: Caledon Citizen, February 10, 1999.
- Connell, David J. 1999. "Improving Your Bottom Line in 1999," *Caledon Citizen*. Bolton, Ontario: Caledon Citizen, January 13, 1999.
- Connell, David J. 1998. "Does Your Company Have Market Power?" *Caledon Citizen*. Bolton, Ontario: Caledon Citizen, December 9, 1998.
- Connell, David J. 1998. "Market Intelligence: Making Smart Business Decisions," *Caledon Citizen*. Bolton, Ontario: Caledon Citizen, October 21, 1998.
- Connell, David J. 1998. "Improving Business Performance: Selling Versus Marketing," *Caledon Citizen*. Bolton, Ontario: Caledon Citizen, September 16, 1998.
- Connell, David J. 1994 (July/August). "The Secret To Holding Effective Meetings" *Mississauga Board of Trade Bulletin*. Mississauga: Mississauga Board of Trade.
- Connell, David J. 1994 (March). "The Need For Professionalism in Programming" *The Computer Freelancer*. Toronto: TCF Incorporated
- Connell, David J. 1993 (September). "Technology Provides Information; People Provide Answers" *Mississauga Board of Trade Bulletin*. Mississauga: Mississauga Board of Trade.

AWARDS AND DISTINCTIONS

- 2003 University Graduate Scholarship
- 2002 Research Grant, Ministry of Education (Japan)
- 2002 Travel Grant, Canada-Japan Project, Canadian Rural Revitalisation Foundation
- 2002 Travel Grant, Institute for Rural Revitalisation (Japan)
- 2001 Mary Edmunds Williams Scholarship
- 2000 University Graduate Scholarship
- 2000 Davison Memorial Travel Grant
- 1999 University Graduate Scholarship
- 1990 Dean's List, MBA, University of Windsor
- 1990 Team Member, University of Windsor, National MBA Case Competition
- 1986 Athlete of the Year, University of Toronto at Mississauga
- 1986 Award for Outstanding Athletic Service, University of Toronto at Mississauga

ASSOCIATIONS

British Columbia Sustainable Energy Association – Central Interior Chapter
Communal Studies Association
Fellowship for Intentional Communities
International Communal Studies Association
Prince George Public Interest Research Group
Sociocybernetics (International Sociological Association, Research Committee 51)

TRAINING AND CERTIFICATION

Certified, Level 3 Facilitator and Trainer. Simplex Creative Problem Solving Method, Centre For Research in Applied Creativity (<http://www.basadur.com/>), Hamilton, Ontario.

SERVICES

Secretary (founding member), British Columbia Sustainable Energy Association – Central Interior Chapter
Student Representative, Rural Studies Program Committee, University of Guelph, 1999-2001.
Conference Steering Committee, Ontario Rural Council, 3rd Annual Rural Development Conference, *What's In It For You*, Town of Blue Mountains, Ontario, October 30-31, 2000
Conference Planning Committee, Rural Studies Conference, University of Guelph, *Beyond Disciplinolatry: Interdisciplinarity and Academic Research*. September 9, 2000, Guelph, Ontario.
Conference Planning Committee, Ontario Healthy Communities Coalition Annual Conference, *We are sowing the seeds ... are we reaping the harvest?*, June 11-12, 1999, Elmira, Ontario.
Planning Committee, Mississauga Board of Trade, *Great Expectations Forum II: Demographic Realities*, January 20, 1994, Mississauga, Ontario
Planning Committee, Industry-Education Council (Hamilton-Wentworth), *A Process for Achievement*, June 7, 1994, Hamilton, Ontario.

EMPLOYMENT HISTORY

Dec/04 to present	ASSISTANT PROFESSOR School of Environmental Planning, University of Northern British Columbia
Jul./04 to Nov/04	POST-DOCTORAL RESEARCHER Local Food Systems Research Group, Department of Geography, University of Guelph, ON
Feb./98 to Oct/04	DAVID J. CONNELL & Associates, President Small business and rural development consultant

Apr./98 to Sept./99 COMMUNITY ANIMATOR - Central Region
Ontario Healthy Communities Coalition, Toronto, ON

Jan./97 to Sept./97 PROJECT CO-ORDINATOR
York Neighbourhood Services, Vaughan, ON

1995 to 1997 DIRECTOR OF CLUB DEVELOPMENT
Boys and Girls Clubs of Ontario, Hamilton, ON

1991 to 1995 HIGHTOUCH APPLICATIONS, President
Management consultant for profit and non-profit organisations

1990 to 1991 ATHLETIC DIRECTOR (Interim), Recreation Department
University of Toronto at Mississauga

1987 to 1989 INTRAMURAL CO-ORDINATOR, Recreation Department
University of Toronto at Mississauga

BUSINESS CONSULTING PROJECTS

The following is a partial list of recent consulting services provided. For reasons of confidentiality, names of clients have been withheld.

Client: Engineering firm

Services: Developed marketing strategy and designed and created web site for engineering company that designs and manufactures printing and converting machinery.

Client: Pet kennels

Services: Completed a market assessment for a proposed new venture.

Client: Internet café

Services: Prepared a basic business plan for a proposed new venture.

Client: Internet service provider

Services: Prepared a marketing plan to support the expansion of an existing business.

Client: Auto appraisal

Services: Developed a marketing strategy and supporting materials for a company wanting to expand from a regional to province-wide company.

Client: Indoor soccer facility

Services: Completed financial assessment to support soccer club's proposal to build a new facility.

Client: Commercial cleaning services

Services: Developed marketing strategy and materials for a company looking to improve revenues.

Client: Independent real estate company

Services: Developed marketing strategy and materials for a new business.

Client: Music services, broker and manager

Services: Prepared a marketing strategy, materials, and web site for an on-line music directory

Client: Summer hockey school

Services: Prepared a basic business plan for a company looking to expand market.

Client: Home delivery service

Services: Completed a market assessment for a new venture that would deliver adult products to seniors' homes.

Client: Mental health Association

Services: Developed a business plan for a non-profit association to support funding proposals.

Client: Software testing

Services: Developed marketing strategy and implemented marketing plan for a company looking to expand business.

Client: Wood furniture manufacturing

Services: Completed a market assessment for expanding export markets.

Client: Plastic mold injection

Services: Completed a market assessment for expanding export markets.

Client: Plastic extrusion

Services: Completed a market assessment for expanding export markets.

Client: Die manufacturer

Services: Completed a market assessment for expanding export markets.

Client: Intentional community

Services: Prepared financial forecasts and budget for a proposed intentional community (eco-village)