



2017 NREDA ANNUAL CONFERENCE

# BIG IDEAS FOR RURAL ECONOMIC DEVELOPMENT

NOVEMBER 1-3 2017 | SAN ANTONIO 

Sheraton Gunter Hotel San Antonio  
San Antonio, Texas



## WHAT IS IT ABOUT TEXAS?

You hit the state boarder and everything seems different somehow; a little more vibrant, animated, open and, yes, everything does seem bigger!

Not unlike the state it resides in, San Antonio is full of life from its River Walk and Spanish colonial architecture to its parks and plazas, making it one of America's most picturesque cities. As one of the fastest growing cities in the nation, San Antonio offers modern conveniences in the middle of a historic city with diverse culture, ethnic cuisine and exciting attractions.

## AND THIS IS BIG!

NREDA is hosting its 2017 conference at the historic Sheraton Gunter Hotel – just steps from the infamous San Antonio River Walk.

This year's theme, *Big Ideas for Rural Economic Development*, is reflected in the programming with tried and true development successes including stories from Hays, Kansas, Wright County, Iowa, the Pearl District and Brooks City Base, San Antonio, Texas

Big names are coming, too! Jay Garner, Garner Economics, LLC is presenting a preconference session and a general session and Tom Tunstall from the University of Texas at San Antonio and Ronnie McDonald from Texas A&M are also presenting general sessions. Read on for more information about the conference!

## EARN YOUR RECERTIFICATION CREDITS CKAE

1.0 CKAE CEU (equivalent to 10 hours of CKAE accreditation related content) is approved by the National Rural Economic Cooperatives Association (NRECA).

## CEcD

Level II credits for Certified Economic Developers (CEcD) approved by the International Economic Development Council (IEDC).

## EDFP, HDFP and RHDFP

In addition, the National Development Council (NDC) will apply two recertification units to professionals who have been certified and attained one or more of the following designations: Economic Development Finance Professional™ (EDFP), Housing Development Finance Professional™ (HDFP) or Rental Housing Development Finance Professional™ (RHDFP).

Individuals may apply the recertification units they gain by attending NREDA's conference through National Development Council's website <https://ndconline.org/training/recertification/>. Choose the Recertification tab and fill out the recertification application.



## RESERVE YOUR SLEEPING ROOM

When you stay at the Sheraton Gunter Hotel, you'll be able to experience their signature Sheraton amenities, onsite dining including Market on Houston and Bar 414 and be steps away from world-class attractions including The River Walk, the Alamo, the Majestic Theatre and the Tobin Center for the Performing Arts. The Sheraton Gunter preserves 1900s grace, infusing it with modern amenities to create a special atmosphere where past meets present.

November 1–3, 2017

Sheraton Gunter Hotel San Antonio

205 E. Houston St.

San Antonio, Texas 78205

(888) 627-9001

[www.sheratongunter.com](http://www.sheratongunter.com)

If booked before October 9, 2017, sleeping room per night rates are \$169 for a single or double, \$184 for a triple and \$199 for a quadruple. One bedroom suites are \$295 per night. The

government rate is \$120 for a single or double. Rates do not include applicable state and local taxes of 16.75%.

If you book before October 9, 2017, the reduced sleeping room rates are also available three (3) days prior and three (3) days after the event.

To book your sleeping room online, go to: <https://www.starwoodmeeting.com/Book/nreda> Note that online booking is only for sleeping rooms October 30–November 4, 2017. If you would like to book your stay to come earlier and/or stay later, please call to make your reservations.

To book your sleeping room by phone call (888) 627-9001 and let them know you're with NREDA or National Rural Economic Developers Association.

## BOOK YOUR TRAVEL

The San Antonio International Airport (SAT) is approximately 15–20 minutes from the Sheraton Gunter Hotel.

Car rentals, shuttle services, ride shares and busses are all available to transport you to the Sheraton Gunter Hotel. The hotel does not have an airport shuttle service. More information is available on the SAT website [www.sanantonio.gov/SAT](http://www.sanantonio.gov/SAT).

Lyft and UBER are also available at SAT.

Valet parking is available at the Sheraton at a 25% discount of \$24.00 plus tax overnight/nightly rate and \$12.00 plus tax daily rate. Self-parking garages are available in the area.

## JOIN US ON THE BOAT

If your arriving early, you won't want to miss the Riverwalk Barge Tour and lunch on Wednesday, November 1, 2017 from 11:30 a.m. to 1:30 p.m. The tour, food and beverage are included in the fee. Dress for the weather, wear a hat and bring sun screen! Transportation will be provided if necessary.



## SIGN ME UP!

Register on or before **October 16, 2017** to receive the reduced rate. Payment is required to reserve your spot.

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Online registrants receive a \$50 discount on conference fee. Register online at [www.nreda.org](http://www.nreda.org). If you are a member, click on “Login” in the upper right-hand corner of the home page. If you forgot your username and password, select Reset Password and enter your e-mail address.

If you are paying by check, mail registration form with check enclosed, to: **NREDA, 1255 SW Prairie Trail Parkway, Ankeny, IA 50023.**

To pay by fax, complete your registration form with credit card information and fax to: **(515) 334-1174**. Please do not email forms with credit card numbers. NREDA staff is happy to call and obtain the payment information.

If you have any registration questions, please contact NREDA Headquarters at **(515) 284-1421** or [meetings@nreda.org](mailto:meetings@nreda.org).



## REGISTRATION FORM

**REGISTRATION EARLY BIRD DEADLINE: ON OR BEFORE OCTOBER 16, 2017**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company/Organization: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Spouse/Guest Name (to appear on badge): \_\_\_\_\_

Cell phone for emergency purposes only: \_\_\_\_\_

Special Needs Request (Food allergies, vegetarian meals, wheelchair access, religious accommodations, etc.) \_\_\_\_\_

*Note: If special meal requests are an additional charge, you will be responsible for the additional cost. NREDA will contact you regarding any additional costs.*



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# REGISTRATION FORM CONTINUED

Name: \_\_\_\_\_

## OPTIONAL ACTIVITIES:

*Additional Fees apply.*

Wednesday's Pre-Conference Session includes handouts (via online access).

Riverwalk Tour and Lunch on Barge Includes fees and lunch. Transportation will be provided if necessary.

## REGISTRATION FEES:

Attendee & Spouse/Guest Registration Fees Include:

**Wednesday:** President's Reception at The Sheraton Gunter Hotel, conference opening session and all handouts (via on-line access). Preconference session is not included in registration rate; please register separately for preconference session if you wish to attend.

**Thursday:** Breakfast, breaks, lunch, all handouts (via on-line access), mobile classrooms including transportation, light reception at the Buckhorn Museum.

**Friday:** Breakfast, breaks, box lunch and all handouts (via on-line access).

\*Receive a \$50 discount off Attendee Full Registration only when you register online at [www.nreda.org](http://www.nreda.org)

**Registration Options: Preconference session not included in registration.**

On or Before 10/16/17		After 10/16/17		Total
Member	Non-Member	Member	Non-Member	
<b>Attendee Full Registration</b>				
\$650	\$850	\$750	\$950	_____
<b>First Time Attendee Full Registration</b>				
\$650	\$650	\$750	\$750	_____
<b>USDA Directors Full Registration</b>				
\$650	\$650	\$750	\$750	_____
<b>Spouse/Guest Full Registration</b>				
\$225	\$225	\$325	\$325	_____

**Optional Activities: Additional Fees apply.**

<b>Pre-Conference Session</b>				
\$45	\$45	\$70	\$70	_____

<b>Additional President's Reception Tickets</b>				
\$75	\$75	\$75	\$75	_____

<b>Additional Light Reception Tickets</b>				
\$35	\$35	\$35	\$35	_____

<b>Riverwalk Barge Tour and Lunch (Max 20)</b>				
\$100	\$100	\$100	\$100	_____

**TOTAL FEES: \$ \_\_\_\_\_**

## New Member/First Time Orientation:

Wednesday, November 1 from 2:45–3:30 p.m.

\_\_\_\_ I will attend the New Member/First Time Orientation

## Mobile Classrooms (Choose One):

*Transportation provided*

Thursday, November 2, 8:45–11:45 a.m.

- \_\_\_\_ Pearl District Redevelopment Area  
 \_\_\_\_ Tour of San Antonio Missions  
 \_\_\_\_ Brooks City Base

## Breakout Sessions (Choose One):

Friday, November 3 from 8:30–9:30 a.m.

- \_\_\_\_ Digital Divide  
 \_\_\_\_ Texas Rural Water Association / Veteran Recruitment for Workforce

By signing this registration form, I agree that NREDA can use any photos taken of me at the conference on the NREDA website, publications and on social media.

Signature \_\_\_\_\_

Date \_\_\_\_\_

## PAYMENT INFORMATION

Registration cannot be processed without payment.

NREDA Tax ID# 42-1356900

- \_\_\_\_ Check (Made payable to NREDA)  
 \_\_\_\_ MasterCard  
 \_\_\_\_ Visa  
 \_\_\_\_ AMEX

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

CVV (back of card): \_\_\_\_\_

Cardholder Name (please print): \_\_\_\_\_

Signature: \_\_\_\_\_

## REFUND/CANCELLATION POLICY FOR CONFERENCE

Written cancellations received by NREDA on or before October 16, 2017, will receive a refund, less a \$100 processing fee.

No cancellations will be refunded after October 16, 2017.

No refunds for no-shows.

## RETURN COMPLETED FORM & ACCOMPANYING PAYMENT TO:

NREDA • 1255 SW Prairie Trail Parkway • Ankeny, IA 50023

Phone: (515) 284-1421 • Fax: (515) 334-1174 •

Email: [meetings@nreda.org](mailto:meetings@nreda.org)

For security purposes, please do not email credit card payment information.

# SCHEDULE OF EVENTS\*

## WEDNESDAY, NOVEMBER 1, 2017

- 7:30 a.m. – 12:30 p.m. **NREDA Board of Directors Breakfast & Meeting**
- 11:30 a.m. – 1:30 p.m. **Optional Activity:** Riverwalk Barge Tour & Lunch on Barge (additional fees apply)
- 12:00 p.m. – 4:30 p.m. **NREDA Registration Desk Open**
- 12:30 p.m. – 2:30 p.m. **Pre-Conference Session: (Additional fees apply)**
- 1st Hour: Change: A Constant in the Food & Beverage Processing Sector, Jay Garner, CEcD, CCE, FM, HLM, President & Founder, Garner Economics, LLC
  - 2nd Hour: Prestage Recruitment Success Story, Bryce Davis, Director, Wright County Economic Development
- 2:45 p.m. – 3:30 p.m. **New Member and First Time Attendee Orientation**
- 4:00 p.m. – 4:15 p.m. **Conference Opening**
- 4:15 p.m. – 5:45 p.m. **Keynotes:**
- Creative Placemaking for Rural America: We Will Solve All Of Your Issues (Except Personal), Zachary Mannheimer, Principal Community Planner: McClure Engineering
  - Hays, Kansas Redevelopment Story, Sara Bloom, Executive Director of Downtown Hays Development Corporation
- 6:00 p.m. – 8:00 p.m. **President's Reception**

## THURSDAY, NOVEMBER 2, 2017

- 7:30 a.m. – 5:00 p.m. **NREDA Registration Desk Open**
- 7:30 a.m. – 8:15 a.m. **NREDA Breakfast & Committee Meetings**
- 8:15 a.m. – 8:45 a.m. **Welcome & Remarks:** Jenna Saucedo-Herrera – President & Chief Executive Officer (CEO), San Antonio Economic Development
- 8:45 a.m. – 11:45 a.m. **Mobile Classrooms**
- **Option 1:** Pearl District Redevelopment Area
  - **Option 2:** Tour of San Antonio Missions
  - **Option 3:** Brooks City Base
- 12:00 p.m. – 1:15 p.m. **NREDA Luncheon & Awards Presentation**
- 1:30 p.m. – 2:00 p.m. **General Session:** Takeaways from the Mobile Classroom

- 2:00 p.m. – 2:30 p.m. **Networking Break**
- 2:30 p.m. – 3:30 p.m. Energy/Oil Industry Impact on the Economy, Thomas Tunstall, PhD, Senior Research Director, The University of Texas at San Antonio, Institute for Economic Development
- 3:30 p.m. – 4:00 p.m. **Networking Break**
- 4:00 p.m. – 5:00 p.m. Are We On The Same Page? Understanding What Makes Good Communities Great, Jay Garner, CEcD, CCE, FM, HLM, President & Founder, Garner Economics, LLC
- 5:00 p.m. – 6:00 p.m. **Past President's Council**
- 6:00 p.m. – 7:30 p.m. **Light Reception at the Buckhorn Museum**

## FRIDAY, NOVEMBER 3, 2017

- 7:00 a.m. – 10:00 a.m. **NREDA Registration Desk Open**
- 7:30 a.m. – 8:30 a.m. **NREDA Annual Business Meeting, Breakfast & Prize Drawing**
- 8:30 a.m. – 9:30 a.m. **Breakout Sessions:**
- **Option 1:** Digital Divide, Jordana Barton, MPA, Senior Advisor, Federal Reserve Bank of Dallas
  - **Option 2:** Texas Rural Water Foundation Veterans Employment Program, Lisa Adams, Foundation Development Director, Texas Rural Water Association
- 9:30 a.m. – 10:00 a.m. **Networking Break**
- 10:00 a.m. – 11:00 a.m. Building A Community Vision "Straightening the Crooked Nail", Ronnie McDonald, Executive Director, Texas Rural Leadership Program

*\*NREDA'S conference schedule is subject to change to meet the needs of attendees, mobile classrooms, speakers and/or sponsors. Schedule sponsored by GVNW.*





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AMES, IA 50010  
PERMIT NO. 14

1255 SW Prairie Trail Parkway  
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## National Rural Economic Developers Association 2017 Annual Conference

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### SPONSORS ARE A BIG PART OF NREDA'S SUCCESS As of July 27, 2017

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