

Enhancing Rural America

2007 Annual Conference
November 4-6, 2007



Myrtle Beach Marriott Resort
at Grande Dunes
Myrtle Beach, SC

National, State & Local Initiatives

Enjoy Myrtle Beach!

NREDA's 2007 Annual Conference in Myrtle Beach

Community and Economic Development Action!

The National Rural Economic Developers Association (NREDA) will host its 2007 Annual Conference in Myrtle Beach, SC, November 4-6, 2007, at the Myrtle Beach Marriott Resort at Grande Dunes. With the Conference theme of *Enhancing Rural America: National, State & Local Initiatives*, NREDA will celebrate the industry and provide timely information with nationally recognized speakers and quality educational sessions! Historically, over 50 percent of NREDA's entire national membership attends this meeting each year. Member feedback indicates that there is continually a substantial return on investment. Make plans to attend!

What to Pack,

Weather Information:

The average temperature in Myrtle Beach in November is 67°F (ranges from 47°F to 80°F).

Transportation Options:

The Myrtle Beach Marriott Resort at Grande Dunes does not provide a complimentary shuttle service. SATrans is multi-stop transportation available outside the baggage claim (look for SATrans signage) at the Myrtle Beach airport for \$14.00/person from airport to the Myrtle Beach Marriott. Because it does stop at multiple hotel locations, anticipate a 10-minute wait and approximately 40 minutes from the airport to the Marriott. For more than two people, taxi service is available at the airport for \$22.00 (up to four people per cab) and takes approximately 25 minutes from the airport to the Marriott. Car rentals are available through Advantage Rent A Car on property at the Marriott and Hertz and Enterprise Rent-A-Car offices are conveniently located in downtown Myrtle Beach.

CECd and CKAE

Recertification Points:

The National Rural Electric Cooperatives Association (NRECA) has approved 1.0 CKAE continuing education credits for attendees at the NREDA Conference.

Hotel Information:

Myrtle Beach Marriott Resort at Grande Dunes
8400 Costa Verde Drive
Myrtle Beach, SC 29572
Reservations: (800) MARRIOTT
(A link to Marriott reservations is available at www.nreda.org)
Telephone: (843) 449-8880
Fax: (843) 449-8669
www.myrtlebeachmarriottresort.com

Room Reservations:

Call 1-800-MARRIOTT or use the link on the NREDA Web site at www.nreda.org. Reservations must be made before October 1, 2007, to get the \$102.00 single/double rate. Tax is 12%. In addition, there is a \$1.00/night Myrtle Beach City Tax. (Mention NREDA to get the discounted room rate.)

This event is recognized by the International Economic Development Council as a professional development event that counts toward the recertification of Certified Economic Developers (CECd). IEDC has approved NREDA's Conference as a Level II with two points toward CECD recertification.



National Rural Electric
Cooperative Association

A Touchstone Energy® Cooperative



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

Activities

TRAVEL TRIPS

Plan to arrive early or stay late when you attend the **National Rural Economic Developers Association (NREDA) 2007 Annual Conference**, November 4–6, at the Myrtle Beach Marriott Resort at **Grande Dunes in Myrtle Beach**, South Carolina.

Travel Trips: If you think of a pyramid, Rte. 17 runs along the base with Georgetown to the South of Myrtle Beach and North Myrtle Beach the opposite way. Conway is to the west. You now have a road map of how to do The Strand.

For a day trip, from Myrtle Beach, head West on Rte. 501, go over the bridge and you're in Conway. See branding your community in action with Main Street, a Riverwalk and the two decade running designation of Tree City USA - all this supporting still another segue for sustainable development.

South of Myrtle Beach, on Rte.17, historical Georgetown is where Francis Marion, the Swamp Fox, out maneuvered the Brits during the Revolutionary War. Using resource-based economic development – the port and local land – Georgetown prospered and still does!

Swing by Pawley's Island, home of the famous hammock, for a relaxing time or to see some original shabby chic

cottage homes. Then stop at Murrells Inlet, the Seafood Capital of South Carolina, on the way back to Myrtle Beach.

North Myrtle Beach is home of the shag, the famous dance combining jitterbug with swing and the official dance of South Carolina. Fat Harold's, O.D. Café, 2001 Club or Dynamites at Dock Holidays feature beach music for shagging. You can even take clapping lessons if you run into one of the area's most famous daughters, Vanna White.

Maybe you are ready for some relaxation and tranquility about this time? Head back to Myrtle Beach and Brookgreen Gardens for photo opps of local flora, fauna, and the famous Diana of the Chase. With ocean temps in the 70s, you will have a hard time choosing between your bathing suit and your plus fours. Golf shoes are par for the course anytime as there are more than 2,000 courses.

When you come to NREDA's 2007 Annual Conference don't worry about what to see or do. Being stranded on The Strand just isn't possible. There is simply too much going on. Make a plan of your own by going to this economic development tourism profile for Myrtle Beach.



GOLF | JEEP EXCURSION

NREDA "Golfing Fore Fun" Event!

Sunday, November 4, 2007

8:00 a.m. – 2:30 p.m.

Dunes Golf and Beach Club, Myrtle Beach, SC

9000 North Ocean Blvd., Myrtle Beach, SC

(843) 449-5236, www.thedunesclub.net

Great news, golf enthusiasts, NREDA has secured the Dunes Club as the site for this year's golf extravaganza! The Dunes Golf and Beach Club, established in 1948, is considered Myrtle Beach's premier Country Club. The Dunes Club boasts one of the East Coast's most magnificent clubhouse settings overlooking the Atlantic Ocean. The Oceanside golf course was designed by Robert Trent Jones and is consistently rated one of America's Top 100 courses. The Dunes Club is rich in history and has played host to six Senior Tour Championships, a Women's US Open and the finals of a PGA Tour Qualifying School. Don't miss out on this wonderful golf experience! We will play an informal round just for fun, with everyone playing their own ball. If you like, choose your own foursome and we'll put you together, or sign up individually and we'll do the pairings. This will be a special day at a place too beautiful to miss. So pack your sticks when you head South or East or both and join us for fun, fellowship and a little golf at the 2007 NREDA Golf Outing...and remember, should you choose not to take advantage of this incredible golf experience, NREDA cannot be held liable for the lingering regret that will gnaw at you as you approach another long, cold, golfless season. Tee times begin at 8:27 a.m. and space is limited!



Sponsors

Diamond Sponsors (\$2,000+):

Buckeye Power, Inc.
National Rural Telecommunications Cooperative
National Rural Utilities Co-op Finance Corporation
National Rural Electric Cooperative Association
Palmetto Economic Development Corporation
Wabash Valley Power Association

Platinum Sponsors (\$1,500):

Georgia Electric Membership Corporation

Gold Sponsors (\$1,000):

East River Electric Power Cooperative
Iowa Area Development Group
Nebraska Public Power District

Silver Sponsors (\$500):

Berkeley Electric Co-op
Dakota Electric Association
Golden Belt Telephone Assn., Inc.
Great River Energy
Kansas Electric Power Co-op
National Association of Development Organizations
New Hampshire Electric Co-op
South Central Power Co.
Sunflower Electric Power Corporation
Tri-State G & T Association
Santee Electric Cooperative
Union Rural Electric Co-op

Bronze Sponsors (\$250):

Central Indiana Power
GVNW Consulting, Inc.
Midwest Energy, Inc.
Northwest Iowa Power Co-op



Jeep Excursion!!

Carolina Safari Tour!!

Sunday, November 4, 2007

9:00 a.m. – 1:30 p.m.

Wacamaw Neck Plantation Region

www.carolinasafari.com

Jeeps will pick up the group at the Myrtle Beach Marriott Resort at Grande Dunes at 9:00 a.m.

Travel in safari-style jeeps, smell the salt marsh air, surround your senses in the legendary lands of the Wacamaw Neck Plantation Region as you experience rich natural beauty and tantalizing vestiges of the past. As you explore the natural habitat you will hear tales of the buccaneers and view a pirate island off the inlet. A 15th century style Moorish castle, ghost lore, a visit to Alice's Grave and a drive down a live oak "allee" to an elegant rice plantation, are just a few of the exciting sites you will marvel over on this tour. Your jeep driver/tour guide will escort you at each site narrating and answering your questions. The informational tour lasts around three hours and with travel time the entire tour, including a break or two should last about four and a half hours. The tour jeeps will pick you up directly from the Marriott. Bring your cameras!



Agenda

SATURDAY, NOVEMBER 3, 2007

1:00 – 5:00 p.m. **NREDA Board of Directors Meeting**
Santee Electric Cooperative,
Kingstree, SC

6:00 – 7:30 p.m.

President's Reception – A Special Welcome to NREDA Conference Attendees!
Outside Lounge- Myrtle Beach
Marriott Resort at Grande Dunes

SUNDAY, NOVEMBER 4, 2007

9:00 a.m. – 4:30 p.m. **NREDA Registration Desk Open**
Myrtle Beach Marriott Resort at
Grande Dunes,
Myrtle Beach, SC

8:00 a.m. – 2:30 p.m. **NREDA "Golfing Fore Fun!" Event**
Dunes Golf and Beach Club, Myrtle
Beach, SC

9:00 a.m. – 1:30 p.m. **Jeep Excursion!! Carolina Safari Tour!!**
Meet in the Lobby of the Myrtle
Beach Marriott Resort at Grande
Dunes

3:30 – 4:15 p.m. **New Member and First Timer Orientation – Getting to Know You!**
Presidential Suite, Myrtle Beach
Marriott Resort
at Grande Dunes

4:30 – 5:00 p.m. **Conference Opening**
Sherry Rose, 2007 President

*Pat Merritt, 2007 Annual Conference
Committee Chair*

5:00 – 6:00 p.m. **The New Regionalism: World-Class Strategies to Compete Globally**
*Mark Drabentstott, Director, Rural
Policy Research Institute (RUPRI)
Center for Regional Competitiveness,
Columbia, MO*
Speaker Sponsor: NRECA

This presentation will examine the critical ingredients of winning economic development strategies for rural America. Drawing on recent work in a rural region in the South, Mark Drabentstott will discuss a set of new development protocols founded on building regional competitive advantage. The presentation will conclude by exploring the unique ways economic developers can add value to the newly demanding strategy process.

MONDAY, NOVEMBER 5, 2007

8:00 a.m. – 5:00 p.m. **NREDA Registration Desk Open**

7:00 – 8:15 a.m. **NREDA Awards Recognition Breakfast**

8:30 – 9:45 a.m. **Biofuels: Will Competition for U.S. Farmer Grown Starches Boost or Stymie Rural Economic Expansion?**

Speakers Sponsor: East River Electric Power Cooperative
*Dr. Ron Plain, Professor of
Agricultural Economics, Extension
Economist, and Social Sciences Unit
Extension Program Leader, College
of Agriculture, Food and Natural
Resources, University of Missouri-
Columbia, Columbia, MO*

*Scott Parsley, Assistant General
Manager for Member Services, East
River Electric Power Cooperative,
Madison, SD*

Hardly a week goes by that a newspaper or blog headline or conference doesn't focus on biofuels. Especially in the area of starches and the resultant situation of growing food for animals and humans or supplying ethanol plants, the discourse is informative. This session will review carbs as a hot commodity for food as well as fuel.

9:45 – 10:15 a.m. **Networking Break**

10:15 – 11:45 a.m. **Open Space Technology – You Decide What Is Important!**

*Facilitator: Linda Salmonson,
Economic Development Manager,
East River Electric Power Co-op,
Madison, SD*

In Open Space Events, participants create and manage their own agenda of parallel working sessions around a central theme of strategic importance. Our facilitator will introduce the process and then you will create the agenda for the first break out session.

Come prepared with:

- Success stories
- Issues to wrestle with
- Innovative solutions to explore

12:00 – 1:00 p.m.

**If You Build It...Will They Come?
(Luncheon Session)**

Kimberly Williams, Consultant,
McCallum Sweeney Consulting
(MSC), Greenville, SC

**Speaker Sponsors: Buckeye Power,
Inc. and Wabash Valley Power
Association**

Local communities are investing scarce resources in the development of commerce parks. If you don't know what to build, where to build it, or how to build it this session will provide you with the vision of where to begin the process or if you've already begun how to correct your course of action. This session will discuss why (from a site selection consultants view point) some are successful and others are not. Let one of America's leading site selection firms answer your questions on what your park should have.

1:15 – 2:15 p.m.

**Bringing Brownfields Back to Life –
Change Your Community Eyesores**

Mike Bellamente, Program Manager
of Environmental Stewardship and
Rural Brownfields Awareness
Programs, National Association of
Development Organizations (NADO)
Research Foundation, Washington, DC

If your community has an abandoned gas station, dry cleaners, refuge center or other facility that remains unattractive, you might consider investigating the opportunities connected with the Environmental Protection Agency's Brownfield Program. There are funds for reclamation and your state has funds for the initial soil analysis. Hear an expert recognized by and working with EPA to provide information on funding available for economic development. The good news is that many "brownfields" contain utilities, a major positive to construction.

2:30 – 3:30 p.m.

**Entrepreneurship in Rural America
- Lessons Learned That You Can
Use**

Bethanne Kunz, Executive Director,
Valley County Economic Development
& Ord Area Chamber of Commerce,
Ord, NE

Nancy Stark, Program Director, CFED
– Expanding Economic Opportunity,
Washington, DC

To commemorate its 75th Anniversary, the W.K. Kellogg Foundation launched a multi-million dollar project to foster

entrepreneurship across rural regions of the country. The Foundation contracted with the CFED (formerly the Corporation for Enterprise Development) to conduct research on the state of rural entrepreneurship development, and through an extensive RFP process, to assist in identifying statewide and regional collaboratives that show potential for creating rural Entrepreneurship Development Systems (EDS). In spring 2005, the Foundation chose six grantees for investments of \$2 million each. CFED's Nancy Stark will share lessons learned about rural entrepreneurship from these six EDS. Bethanne Kunz, Executive Director of the Valley County ED Board and Ord Area Chamber of Commerce in Ord, Nebraska, will speak from a local perspective about their experiences with one of these grantees, HomeTown Competitiveness™. Entrepreneurship together with business retention, expansion and modernization - grow and sustain the majority of jobs in rural regions. strategies that you can take home and replicate with your community partners.

3:30 – 3:45 p.m.

Refreshment Break

3:45 – 5:15 p.m.

**Improving Your Web Presence:
Practical Ideas for Economic
Development Leaders**

Jenny Overhue, Economic Research
Specialist, Nebraska Public Power
District (NPPD), Columbus, NE

**Speaker Sponsor: Nebraska Public
Power District**

This session expands participants' knowledge of online development strategies and using the Internet as a marketing tool for economic development. Participants will take a look at real-life examples and identify both short and long term goals for improvement of their own Web sites. The session focuses on practical ideas that participants can take with them and easily implement regardless of skill level or budget.

5:45 – 6:00 p.m.

**Load Bus Transportation to
Ripley's® Aquarium**

Meet in Lobby of Myrtle Beach
Marriott Resort at Grande Dunes

6:00 – 8:00 p.m.

NREDA Under the Sea

Ripley's® Aquarium, Myrtle Beach, SC

Attendees will enjoy a casual evening networking reception at Ripley's® Aquarium. Ripley's® Aquarium is a \$40 million, state-of-the-art, 87,000 square-foot aquarium experience. It is South Carolina's most-visited attraction, where guests are entertained by some of the world's most beautiful, fascinating and dangerous aquatic life. Attendees also may experience the thrill of holding horseshoe crabs at The Sea-For-Yourself Discovery Center, an interactive, multimedia playground and educational resource center that fascinates children and adults of all ages.

8:00 – 8:30 p.m.

Load Bus Transportation Back to the Myrtle Beach Marriott

Meet in Lobby of Ripley's Aquarium, Myrtle Beach, SC

TUESDAY, NOVEMBER 6, 2007

7:30 – 11:30 a.m.

NREDA Registration Desk Open

7:00 – 7:45 a.m.

NREDA Annual Business Meeting Breakfast

8:00 – 9:00 a.m.

Growing Bioscience from the Grassroots

Angela Kreps, President, KansasBio, Lenexa, KS

An initial grassroots effort in Kansas lead to the creation of award-winning legislation which set aside more than \$580 million to be spent in the bioscience industry in Kansas. This grassroots focus on how prosperity can be steered was at the core of a statewide process that engaged public, private and academic sector participation. Kreps' presentation will provide an overview of the broad spectrum of bioscience activity taking place in Kansas, both before and after the passage of the legislation, as well as a brief history of how it came to be. She will also address how today's onset of the third wave of biotechnology – within plant and industrial to animal and human life sciences – has positioned Kansas' rural economic development efforts in a state best known for agriculture and manufacturing.

9:15 – 10:30 a.m.

How to LEED Sustainable Development Through Energy & Environmental Design

Speaker Sponsor: Great River Energy

Gary Connett, Director of Environmental Stewardship and Member Services, Great River Energy, Elk River, MN

Tom Lambrecht, Community & Economic Development Coordinator, Great River Energy, Elk River, MN

This presentation will provide an overview of the LEED™ (Leadership in Energy and Environmental Design) Certification process and how Great River Energy is setting the bar for Environmental Stewardship, through their headquarters project anticipating Platinum Certification. Currently there are only 15 platinum certified projects in the world. The

benefits of the US Green Building Council certification process is gaining recognition in development projects of all sizes from houses, churches and schools to corporate headquarters. The Minnesota G & T Cooperative will provide examples of how your customers can follow the design practice and benefit through energy savings. The presenter will share examples of working with customers on a range of LEED projects of all sizes.

10:30 – 10:45 a.m.

Refreshment Break

10:45 – 11:45 a.m.

Using the Arts as an Economic Development Tool

Michael Rushton, Co-Editor - Journal of Cultural Economics, Indiana University, School of Public and Environmental Affairs, Bloomington, IN

Since the publication of Richard Florida's The Rise of the Creative Class in 2002 there has been a great interest in the economic development community about the use of the arts as a key attraction for those mobile, highly-skilled individuals who work in knowledge industries. However, almost all of this focus has applied to urban centers. In this session Professor Rushton will address whether the new economics of the arts and the creative class can be applied to rural America.

11:45 a.m. – 12:00 p.m. Prize Drawings and News about Next Year's Conference!

- Grand Prize Drawing for a FREE Round-Trip Airline Ticket!
- Highlights of 2008 Annual Conference
- Drawing for a FREE Registration to the 2008 Conference!

Tuesday, November 6, 2007 is Election Day.

Please plan to vote via Absentee Ballot or plan accordingly.



Speakers

Mike Bellamente – Program Manager of Environmental Stewardship and Rural Brownfields Awareness Programs, National Association of Development Organizations (NADO) Research Foundation, Washington, DC

Bellamente joined the NADO Research Foundation in March 2007 as Program Manager of the Environmental Stewardship and Rural Brownfields Awareness Programs. He is responsible for coordinating workshops and training seminars with member organizations around the country. He also is a co-author for the community column for Brownfields News magazine and authors rural brownfields and environmental stewardship reports and articles for NADO. Previously he worked for an environmental contracting company in Massachusetts, managing Business Development strategies focused on environmental remediation projects. Bellamente completed an MBA in International Business. As part of his degree, he authored a dissertation focused on environmental concerns and the role of private industry. In 2005, Bellamente was awarded an internship with Amcor Flexibles in Barcelona, Spain, to assist in the ISO 14000 certification process. ISO 14000 is the International Standard for environmental management achieved primarily through concentration on waste minimization and energy reduction efforts.

Gary Connett – Director of Environmental Stewardship and Member Services, Great River Energy, Elk River, MN

Connett, Director of Environmental Stewardship and Member Services for Great River Energy, is charged with ensuring that the organization's environmental stewardship goals are balanced with its member cooperatives' needs for competitive rates and reliable electric service. He oversees Great River Energy's environmental stewardship goals including: deriving 25 percent of resources from renewable energy by 2025; reducing carbon dioxide emissions below 2000 levels by 2020; and considering conservation and energy efficiency efforts as a least-cost resource. Connett most recently served as Great River Energy's Manager, Demand Response/Member Services, responsible for managing and directing the organization's demand response, conservation and energy efficiency programs, as well as overseeing business development. He has been with Great River Energy for more than 30 years.

Mark Drabenstott – Director, Rural Policy Research Institute (RUPRI) Center for Regional Competitiveness, Columbia, MO

Drabenstott is a seasoned observer of regional development and policy issues whose insights have gained national and international recognition. He was named founding director of RUPRI's national Center for Regional Competitiveness in September 2006. The Center helps regions craft world-class development strategies for competing in the global economic race. The Center's products help regions understand where they stand in that race, diagnose their new competitive advantage, and sustain innovative models of regional governance. Drabenstott spent 25 years in the Federal Reserve System, and led the creation and development of the Center for the Study of Rural America. He has been a prolific researcher, writing articles and editing books, and giving presentations to audiences throughout the nation and beyond. Drabenstott represents the United States on an OECD committee that identifies the best policies for regional development.

Angela Kreps – President, KansasBio, Lenexa, KS

In October 2005, Kreps was selected to serve as the first President of the Kansas Bioscience Organization. During her first 12 months, Kreps doubled the size of the organization and established numerous educational and advocacy programs for the bioscience industry in Kansas. Among her early accomplishments, Kreps published the Kansas Bioscience and Innovation Roadmap and the inaugural edition of Kansas Bioscience magazine. In April 2006, Kreps brought together a record-setting 130+ member Kansas delegation to attend the International BIO Convention in Chicago, including Governor Sebellius, key legislators, the Kansas Bioscience Authority and bioscience stakeholders form all across the state. Recently, Kreps was appointed to the Kansas Bioscience Authority Board.

Bethanne Kunz, MBA, IOM – Executive Director, Valley County Economic Development & Ord Area Chamber of Commerce, Ord, NE

Kunz has been in her current position since 2000. Her duties include business recruitment, existing business growth, marketing, leadership development, and other community development programs. Kunz serves as Secretary and Treasurer of the Central Nebraska Economic Development District. She serves as Vice President for the Nebraska Economic Developers Association and also serves on the Nebraska Chamber of Commerce Executives. Kunz helped Ord become the 2005 Governor's Showcase Community and Nebraska's first Certified Economic Development Community. She is a graduate of the Heartland Basic Economic Development Course and a graduate of the Institute for Organization Management.

Tom Lambrecht – Business & Community Development Coordinator, Great River Energy, Elk River, MN

Lambrecht has provided economic development services for Great River Energy since February 1999. He has 14 years experience in economic development finance and business planning. Lambrecht administers the Great River Energy Business Financing Program, which provides gap lending to economic development projects within the GRE system. Prior to working with Great River Energy, he was employed as a consultant to the Minnesota Small Business Development Center system through Central Lakes College in Brainerd, Minnesota. Lambrecht is a Certified Economic Development Finance Professional from the National Development Council. He has completed the Economic Development Institute at the University of Oklahoma. Lambrecht is a member of the National Rural Economic Developers Association (NREDA) Board of Directors, the Economic Development Association of Minnesota and the Minnesota Business Finance Corporation.

Jenny Overhue – Economic Research Specialist, Nebraska Public Power District (NPPD), Columbus, NE

Overhue is an Economic Research Specialist for Nebraska Public Power District (NPPD) in Columbus, Nebraska. She has been with NPPD for 15 years. Her responsibilities include data research and analysis, as well as online database management for a series of economic development focused Web sites. NPPD's economic development portal provides online community profiles, demographic data, industrial property management, and a variety of spatial mapping features. The focus of these online efforts is to assist communities and rural areas in activities resulting in job creation and a stronger economy in Nebraska. Overhue has led numerous courses and workshops designed to help communities and economic development groups develop an effective and obtainable strategy for marketing online including being an instructor at the annual Heartland Economic Development Course in Kansas City for the past nine years.

Scott Parsley – Assistant General Manager for Member Services, East River Electric Power Cooperative, Madison, SD

Parsley serves as Assistant General Manager for Member Services at East River Electric Power Cooperative, headquartered in Madison, SD. He has worked for East River for 21 years and has been in his current position since 1990. Parsley serves on the American Coalition for Ethanol (ACE) Board, is a member of the Touchstone Energy® Board of Directors, serves as Vice-President on the Board of Directors of Consumer Federation of America, and serves on the South Dakota 4-H Foundation Board of Directors. He also has served a key role in the development of the PrairieWinds project.

Dr. Ronald L. Plain – Professor, Department of Agriculture Economics, Extension Economist, and Social Sciences Unit Extension Program Leader, College of Agriculture, Food and Natural Resources, University of Missouri-Columbia, Columbia, MO

Plain is a Professor in the Department of Agricultural Economics at the University of Missouri-Columbia. He serves as Program Leader for Extension within the Social Sciences Unit on campus. Since coming to the University of Missouri, Plain has made over 1500 presentations to farm audiences, authored over 300 publications, and received 16 awards of excellence including being named Agricultural Leader of the Year in 1999, receiving the Governor's Award for Quality and Productivity in 1997, and being named five times as the outstanding State Extension Specialist. He has been a faculty member at the University of Missouri since 1981. Plain is President of the Extension Section of the American Agricultural Economics Association.

Michael Ruston – Co-Editor, Journal of Cultural Economics, Indiana University, School of Public and Environmental Affairs, Bloomington, IN

Rushton teaches primarily in the Arts Administration program, and has research interests in cultural policy, tax policy, and nonprofit organizations. In the field of cultural policy, he has published articles on copyright, freedom of expression, other legal rights of artists, the role of nonprofits in the arts, and public funding of the arts (especially the use of earmarked taxes for the arts). Rushton's current research projects include the relationship between the arts and economic growth, and the use of economic analysis in arts advocacy. Prior to joining IU in 2006, he held positions at Georgia State University, the University of Regina (Canada), the University of Tasmania (Australia) and St. Francis Xavier University (Canada). He is Co-Editor of the Journal of Cultural Economics, and is on the Editorial Boards of the International Journal of Cultural Policy, and Public Finance and Management.

Linda Salmonson – Economic Development Manager, East River Electric Power Cooperative, Madison, SD

Salmonson has served as Economic Development Manager at East River Electric Power Cooperative since 1991, where she provides economic development assistance to 21 electric distribution systems. In 1996 she helped create Rural Electric Economic Development, Inc. (REED Fund), a non-profit loan fund governed by electric cooperatives. The REED Fund provides community and business development financing in Eastern South Dakota and Western Minnesota in partnership with commercial and non-profit lenders and has over \$17 million in capital under management. Salmonson is a certified Economic Development Finance Professional and a graduate of Economic Development Institute and NRECA's Management Internship Program (MIP). She serves as Vice President of South Dakota Rural Enterprise and on the Board of the National Association of Development Organizations (NADO) and MinlaKota Girl Scouts. She is Past President of National Rural Economic Developers Association (NREDA) and the SD Entrepreneur Network for Women.

Nancy Stark – Program Director, CFED – Expanding Economic Opportunity, Washington, DC

Stark is Program Director at CFED, an organization committed to expanding economic opportunity for all people. She supports initiatives that build assets and strengthen financial security for low- and moderate-income families and communities. Much of her work focuses on distressed, rural regions where the strategies of entrepreneurial development, microenterprise systems, and youth and adult entrepreneurship education hold particular promise. Stark is based at the CFED office in Washington, DC. She has a long tenure in the rural and small community development field. Prior to CFED, she directed the Rural Governance Initiative, a research and best practices program of the Rural Policy Research Institute (RUPRI). For more than 20 years, Stark led the National Center for Small Communities' research, training and technical assistance programs and authored numerous how-to guidebooks for community leaders and practitioners. Her other work experiences include the Aspen Institute, International City/County Management Association, and a community-based disability rights organization.

Kimberly Williams – Consultant, McCallum Sweeney Consulting (MSC), Greenville, SC

Williams is a consultant with McCallum Sweeney Consulting (MSC), providing specialized skills and services in the areas of site evaluation, economic development strategic planning, Geographic Information Systems (GIS) analysis, and demographics and labor analysis. Current and past site selection experience includes projects in general manufacturing, distribution, aerospace, chemical manufacturing, and wood products. She is currently assisting with a Site Evaluation Program for the Kansas Department of Commerce. In 2005, Williams served as the Project Manager on two significant economic development assignments for Duke Power. The MSC team, under Williams' direction, developed and implemented a program to identify and evaluate sites in the Duke Power service territory for specific target industries. The second project involved the development and implementation of a program to identify and evaluate mega-sites suitable for automotive assembly operations in the Duke Power region. Additional economic development experience includes assignments for Tennessee Valley Authority (TVA), the State of Pennsylvania, Sierra Pacific (Nevada), and Denison/Crawford County, Iowa. Williams' professional memberships include the American Planning Association (APA) and the South Carolina Economic Developers Association (SCEDA).

NREDA Annual Conference • November 4-6, 2007

Myrtle Beach Marriott Resort at Grande Dunes, Myrtle Beach, SC

Company/Organization: _____

Mailing Address: _____ **City/State/Zip:** _____

Phone: _____ **Fax:** _____

Email: _____

Attendee 1 Name (as it appears on badge): _____ **Designation(s):** _____

NREDA Member: __ Yes __ No Title: _____ Email: _____

Attendee 2 Name (as it appears on badge): _____ **Designation(s):** _____

NREDA Member: __ Yes __ No Title: _____ Email: _____

Attendee 3 Name (as it appears on badge): _____ **Designation(s):** _____

NREDA Member: __ Yes __ No Title: _____ Email: _____

Spouse/Guest Name (as it appears on badge): _____

Spouse/Guest Name (as it appears on badge): _____

Special Needs Request (vegetarian meals, wheelchair access etc.): _____

REGISTRATION FEES

	On or Before 10/5/07		After 10/5/07		TOTAL
	Member	Non-Member	Member	Non-Member	
Regular Associate					
1st Registrant	\$450	\$650	\$500	\$700	_____
2nd Registrant	\$450	\$650	\$500	\$700	_____
3rd + Registrant	\$225	\$425	\$275	\$450	_____
First Spouse/Guest	\$100	\$125	\$125	\$150	_____
Additional Guests	\$100	\$125	\$125	\$150	_____
Safari Jeep Excursion	\$60	\$60	\$60	\$60	_____
Golf "Fore" Fun!	\$90	\$90	\$90	\$90	_____
Golf Club Rental	\$42	\$42	\$42	\$42	_____

Right Handed Clubs Left Handed Clubs

Attendee Registration and Spouse/Guest Fees Include:
 Sunday: President's Reception.
 Monday: breakfast, breaks, lunch and Informal Networking Reception.
 Tuesday: breakfast, break and all sessions.

Golf Fee Includes:
 Greens fee, snack and cart.

Safari Jeep Excursion Includes:
 Jeep transportation, private guided group tour and lunch.

Name(s) of Golfer(s): _____

Handicap(s): _____

I request to play with _____

Check (Made payable to: NREDA)

TOTAL REGISTRATION FEES: \$ _____

MasterCard/Visa

Credit Card Number: _____ Exp. Date: _____

Cardholder (please print): _____ Signature: _____

REFUND/CANCELLATION POLICY FOR CONFERENCE:

Written cancellations received by NREDA on or before October 5, 2007 will receive a full refund.
 Written cancellations received after October 5, 2007 will receive a \$100 cancellation charge.
 NO cancellations will be refunded after October 19, 2007. NO refund for no-shows.

RETURN COMPLETED FORM & ACCOMPANYING PAYMENT TO:

NREDA, Molly Lopez • 100 East Grand Ave. • Suite 330 • Des Moines, IA 50309-1999 Phone: (515) 284-1421 • Fax: (515) 243-2049 • Email: director@nreda.org