2019 NREDA ANNUAL CONFERENCE
TECHNOLOGY, INNOVATION
AND ENTREPRENEURSHIP...
TIEs THAT CONNECT RURAL AMERICA

NOVEMBER 6–8, 2019 | KANSAS CITY, MO

KANSAS CITY MARRIOTT COUNTRY CLUB PLAZA
4445 Main Street | Kansas City, Missouri 64111
https://tinyurl.com/KCMarriott
www.visitKC.com
#NREDATakesKC

NREDA is headed to the Midwest for its 30th Anniversary. This Kansas City Conference TIEs together the elements that are the cornerstone to today's economic development success in Rural America: Technology, Innovation and Entrepreneurship.

At the Kansas City Marriott Country Club Plaza, you'll connect with experts, hear from the funny economist and carry away action items from these three elements of success designed to propel you into the future.

Thank you for attending and helping us celebrate 30 years of progress!
**THE TIEs**

**Wednesday, November 6,** kicks off the NREDA’s 30th Annual Conference educational programming with Janet Ady’s pre-conference session: *The Talent Toolbox for Rural Economic Developers.* In this pre-conference session, you will learn:

- How talent fits into the economic development landscape today.
- What the three “legs of the stool” of talent development are and the seven broad talent strategies on which they are based.
- Best practices to address your community’s talent issues.
- Specific examples of successful talent strategies to apply to your own community.

Additional cost applies.

**Keynote Speaker,** Chris Kuehl, is our favorite economist because of his honest, humorous approach. Chris will touch on the year’s progression, global trade, farm country crisis and talk of recession, and what it means to 2020 in his session: *Where Do We Stand Now?: The Transition Economy.*

After the Keynote, you can take *A Stroll Down Main Street with Touchstone Energy* where Scott Bialick and Josh McGhee will generate the spark to help you ignite economic development in your community using real-world examples of rural organizations uniting to get impactful projects off the ground. And, they’ll announce the winners of the first annual Main Street Makeover Contest!

**Thursday, November 7,** is packed with programming, reinforcing your value to attend beyond your registration fee and travel costs!

**Mobile Classrooms** are being offered again. Your choice of visits include:

- **Blue Valley CAPs - Where Students Lead:** the CAPS Profession-Based Learning Model in Action Attendees to this Mobile Classroom will experience cutting-edge, profession-based learning in action.
- **The Ennovation Center - Business Incubator:** The Ennovation Center business incubator creates an environment that is not just about having access to the right real estate. It’s about the support system that builds with your business.
- **The Ewing Marion Kauffman Foundation – Supporting Rural Entrepreneurs:** The Kauffman Foundation supports communities in developing ecosystems that provide the resources necessary to launch and grow their ventures.

Mobile Classroom takeaways will be shared with all attendees in a brief General Session.

**Breakout Sessions** tied to the conference theme are offered in the afternoon. You will have a choice of attending one of the following:

- **Technology Panel - Driving Toward the Rural Future: Smart Mobility for Rural Spaces** with Josh Seidemann, VP of Policy, NTCA-The Rural Broadband Association, and Eric Philips, Economic Development Director, Marysville/Union County.
- **Entrepreneurship Panel - Entrepreneur Led Development – Pathways to Rural Community Prosperity** with Don Macke, Co-Director of e2 Entrepreneurial Ecosystems, and Erik Pedersen, Director of E-Communities, NetWork Kansas.

Thursday programming ends with a General Session featuring **two youth program success stories** including:

- **Nebraska Public Power District STEM Connections Lab** model, presented by Chad Johnson, Senior Education Specialist, Nebraska Public Power District.
- **Nex-Generation Round Up for Youth** programs presented by Mendi Anschutz, Economic Development Specialist, Nex-Tech LLC.

**Friday, November 8,** continues its TIEs theme with your choice of:

- **Virtual Reality for Economic Development** presented by Aaron Brossoit CEO and founder, Golden Shovel Agency.
- **If You Don’t Address Your Community’s Broadband Divide, Who Will?** Presented by Ken Johnson, Senior Vice President, Broadband Programs, NRTC.
- **Kentucky Fried Economic Development (Technology tools)** presented by Brad Thomas, Economic Development Manager, Kentucky’s Touchstone Energy Cooperatives.

The closing session, *The Business of Life & The Life of Business,* with T. Marni Vos, President of Laughter’s Echo, will send you off inspired to implement TIEs in your communities with the many ideas and tools learned at the conference!
**WEDNESDAY OPTIONAL ACTIVITIES**

**Museums at 18th and Vine Tour**
Wednesday, November 6, 9:15–11:00 a.m.  
Cost $40.00. Includes admission and transportation. Bring cash for the gift shop!

The Negro Leagues Baseball Museum:
Before Jackie Robinson broke the color barrier in 1947, black baseball players competed in the Negro Leagues, various professional organizations that operated throughout the country starting around 1920. Those leagues have a lot of history. They produced a number of legendary players who became stars in the Negro Leagues and in Major League Baseball. The Negro Leagues Baseball Museum opened in the early ’90s and the current 10,000-square foot home features a large baseball diamond with Negro League all-stars at each position.

The American Jazz Museum:
Jazz puts a smile on your face and pep in your step. KC has an impressive musical history that visitors can experience at the American Jazz Museum, located inside the same building as the Negro Leagues Museum. The Museum features listening stations where you can check out your favorite jazz artists and hear songs from performers you may not be familiar with—Louis Armstrong, Duke Ellington, Big Joe Turner, Count Basie, Dizzy Gillespie, Nat King Cole and others are represented with audio clips and old television footage.

The Roasterie Tour
Wednesday, November 6, 9:15–11:00 a.m.  
Cost: $30.00. Includes admission and transportation. Bring cash for the gift shop!

The Roasterie is Kansas City’s premier coffee purveyor, a specialty coffee-roasting company that sources from across the globe, building personal relationships with local farmers who own and operate small farms. This KC favorite produces air-roasted coffee from 100 percent Arabica Specialty Grade coffee, imported from 31 different countries. Perhaps more popular than the coffee itself is the factory tour, where guests can learn about the process behind The Roasterie. No factory tour is complete without samples of their Cold Brew and Nitro Cold Brew and a browse through the retail shop that’s filled with treasures for the home brewer and coffee aficionado.
## Registration Form

**If paying by credit card, register online at www.nreda.org (choose events and annual conference).**

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<tr>
<td>Title: ______________________________</td>
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<td>Company/Organization: __________________</td>
<td>Cell phone for emergency purposes only: __________________</td>
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<td>Mailing Address: ______________________</td>
<td>Special Needs Request (Food allergies, vegetarian meals, wheelchair access, religious accommodations, etc.) __________________</td>
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**CIRCLE ALL THAT APPLY**

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<td>Member</td>
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<tr>
<td>Attendee Registration</td>
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<td>First-Time Attendee/USDA Directors Registration</td>
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**Optional Additional Fees apply.**

**Pre-Conference Session: The Talent Toolbox for Rural Economic Developers**
**Wednesday, November 6 from 11:30 a.m.–2:00 p.m.**

- $75 | $75 | $75 | $75 | ______

**Spouse/Guest Registration**

- $225 | $225 | $325 | $325 | ______

Spouse/Guest Name

(to appear on badge): ________________________________

**Additional President’s Reception Tickets**

*Heavy reception. Registration rate includes reception.*

- $75 | $75 | $75 | $75 | ______

**Additional Light Reception Tickets**

*Hors d’oeuvres reception. Registration rate includes reception.*

- $35 | $35 | $35 | $35 | ______

**Museums at 18th and Vine Tour**

*Occurs simultaneously with The Roasterie Tour.*

- $40 | $40 | $40 | $40 | ______

**The Roasterie Tour**

*Occurs simultaneously with the Museums Tour.*

- $30 | $30 | $30 | $30 | ______

**NEW MEMBER/FIRST TIME ORIENTATION:**

**Wednesday, November 6 from 2:15–3:00 p.m.**

- I will attend the New Member/First Time Orientation

**MOBILE CLASSROOMS (CHOOSE ONE)**

**Thursday, November 7 from 8:45–11:45 a.m.**

- Blue Valley CAPS
- Innovation Center
- Kauffman Foundation

**BREAKOUT SESSIONS (CHOOSE ONE)**

**Thursday, November 7 from 2:20–3:20 p.m.**

- Technology Panel Discussion, Broadband and Smart Mobility
- Innovation Panel Discussion, Striv, Inc. and HitchPin
- Entrepreneurship, e² Entrepreneur Ecosystems and NetWork Kansas

**BREAKOUT SESSIONS (CHOOSE ONE)**

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

- Virtual Reality for Economic Development
- If You Don’t Address Your Community’s Broadband Divide, Who Will?
- Kentucky Fried Economic Development (Technology tools)

By signing this registration form, I agree that NREDA may use any photos taken of me at the Conference on the NREDA website, publications and on social media. I also acknowledge that NREDA has access to the hotel room list for reservations review.

Signature: ____________________________

Date: ________________________________

Registration includes electronic handouts, breakfast on Thursday and Friday, lunch on Thursday, and the Wednesday and Thursday receptions.

**REFUND/CANCELLATION POLICY**

Written cancellations received by NREDA on or before October 21, 2019, will receive a refund, less a $100 processing fee. No cancellations will be refunded after October 21, 2019. 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
SCHEDULE OF EVENTS*

The conference opens on Wednesday, November 6, and ends Friday, November 8. To plan your travel accordingly, please review the following information:

WEDNESDAY, NOVEMBER 6, 2019

8:00 a.m.  NREDA Registration Desk Open
9:00 a.m.  Optional Activities (Off-site)
11:30 a.m. Pre-Conference Session (Light lunch provided.)
2:15 p.m.  New Member and First-Time Attendee Orientation
3:15 p.m.  Conference Opening, Keynote Speaker and General Session
6:30 p.m.  President’s Reception (On-site)

THURSDAY, NOVEMBER 7, 2019

7:30 a.m.  NREDA Registration Desk Open, Breakfast and Committee Updates
8:15 a.m.  NREDA Welcome
12:00 p.m. Lunch and Awards Presentations
1:30 p.m.  General Sessions and Breakouts
4:40 p.m.  Past Presidents’ Council Meeting
6:15 p.m.  Light Reception (Off-site)

FRIDAY, NOVEMBER 8, 2019

7:30 a.m.  NREDA Registration Desk Open, Breakfast, Annual Meeting and Prize Drawing
8:30 a.m.  Breakouts and General Session
11:00 a.m. Conference Closing (Approximately 15 Minutes)

*The Schedule of Events is subject to change.

HOTELS AND SLEEPING ROOM INFORMATION
Kansas City Marriott Country Club Plaza
4445 Main Street | Kansas City, Missouri 64111

To reserve your sleeping room at the reduced rate of $179.00 plus tax per night for a single or double, call (800) 810-3708 and mentioning NREDA before October 7, 2019, or book online at https://tinyurl.com/NREDA2019.

Government rates are available.

IMPORTANT NOTE: By booking your room in the NREDA room block, you are supporting your association. NREDA guarantees with the hotel that a reasonable number of rooms will be purchased. If these rooms are not purchased, NREDA is obligated to pay for them. Thank you for staying on the property and supporting NREDA.

TRAVEL INFORMATION
Air and Ground Transportation
The Kansas City International Airport (MCI) is approximately 23 miles (or 30 minutes) from the Kansas City Marriott Country Club Plaza.

For ground transportation options, go to www.flykci.com. Transportation to and from the airport is not provided.

Parking
Guests staying at hotel:
Complimentary self-parking for one vehicle or $23.00 valet.

Guests not staying at hotel:
8 hours or less $9.00 for self-parking or $13.00 valet.

Marriott parking rates are subject to change.

NETWORKING OPPORTUNITIES
In addition to the networking breaks between programming, you’ll want to attend the President’s Reception Wednesday evening. This on-site reception will feature a hearty menu, so you may stay and connect or re-connect with industry colleagues.

The Thursday evening reception is shorter with light hors d’oeuvres at the stunning roof-top venue, Three Points Sporting Club. This indoor/outdoor venue gives an amazing view of the city! Stay inside to mingle or join your friends on the deck around a cozy firepit for drinks and lively conversation as you make dinner plans. Three Points Sporting Club is located within walking distance of the Power and Light District and the Art District. Transportation is provided to and from the reception.
National Rural Economic Developers Association
2019 Annual Conference

November 6–8, 2019
Kansas City Marriott Country Club Plaza
4445 Main Street
Kansas City, MO 64111

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East River Electric Power Co-op
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National Association of Development Organizations (NADO)
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