## 2020 NREDA Annual Virtual Conference

**Workforce + Housing + Talent**  
**Keys to Holistic Economic Development**  
**November 4–6, 2020**  
*All times listed are for Central Time Zone Please adjust to your time zone*

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<th>Time</th>
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<td><strong>Wednesday, November 4, 2020</strong></td>
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| 10:15–10:45 a.m.   | New Member Orientation  
*Sponsored by Nebraska Public Power District*                                                        |
| 11:00–11:45 a.m.   | Pre-Conference Session: Trends in Ag and Food Processing Site Selection and Emerging Trends in Economic Development,  
Charlie Walker, CEcD, Site Selection Practice Leader, Ady Advantage and Janet Ady, President and CEO, Ady Advantage  
*Sponsored by Sunflower Electric Power Cooperation*                                             |
| 12:00–1:45 p.m.    | Pre-Conference Session: Meet the Site Selector Small Group Meetings, Charlie Walker  
*Sponsored by Ady Advantage*                                                                    |
| 2:30–3:30 p.m.     | Networking Event  
*Sponsored by Iowa Area Development Group; Central Iowa Power Cooperative (CIPCO); Corn Belt Power Cooperative; Northeast Missouri Electric Power Cooperative; and Northwest Iowa Power Cooperative (NIPCO)* |
| 3:45–4:30 p.m.     | Keynote: Rewriting the Rural Narrative, Benjamin Winchester, Rural Sociologist  
*Sponsored by NRECA and Touchstone Energy Cooperative*                                           |
| 4:45–5:30 p.m.     | Meet the Site Selector Summary, Charlie Walker, CEcD, Site Selection Practice Leader, Ady Advantage  
*Sponsored by Hoosier Energy REC, Inc.*                                                          |
| **Thursday, November 5, 2020**                                                                                                                  |
| 11:00–11:45 a.m.   | Rural Talent Strategies, Janet Ady, President and CEO, Ady Advantage  
*Sponsored by Georgia Electric Membership Cooperative*                                             |
| 12:00–12:45 p.m.   | Between two Ferns Buckeyes: The Experience of Past Presidents’ Lead to Future Success,  
Emcee Dan Boysel interviews Past Presidents Mike Meissen, Dennis Mingyar and Linda Salmonson.  
*Sponsored by Golden Shovel Agency*                                                                |
| 1:00–1:45 p.m.     | New opportunities for Senior Housing in Rural Communities, Jeff Ahl, AIA, NCARB, LEED AP, Principal, arCuretecture  
*Sponsored by Greater Fremont Development Council*                                                 |
| 2:00–3:00 p.m.     | Networking Event  
*Sponsored by Ohio’s Electric Cooperatives*                                                         |
| **Friday, November 6, 2020**                                                                                                                     |
| 11:00–11:45 a.m.   | Housing–The New Economic Developer’s Tool For Rural Communities,  
Moderator David Gaines, Managing Director, Goldstone Consulting Group with Garry Clark, President and CEO, Greater Fremont Development Council; Eric Phillips, Executive Director, Union County Economic Development Partnership; Linda Salmonson, Economic Development Manager, East River Electric Power Co-op  
*Sponsored by National Association of Development Organizations (NADO)*                          |
| 12:00–1:00 p.m.    | NREDA Annual Business Meeting and Awards Presentation  
*Sponsored by National Rural Utilities Cooperative Finance Corporation (CFC)*                      |
| 1:00–1:45 p.m.     | Motivational Session Benson Henderson, American mixed martial artist and former UFC Lightweight Champion and WEC Lightweight Champion  
*Sponsored by Central Alabama Electric Cooperative*                                                 |
| 1:45–2:00 p.m.     | Conference Closing  
*Sponsored by Jackson EMC*                                                                         |

**HONORARY MENTIONS:** Great River Energy and Associated Electric Cooperative, Inc.

*Schedule is subject to change to meet the needs of attendees and/or speakers.*