# 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>
<th>Wednesday, November 4, 2020</th>
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| 9:15–9:45 a.m.  | **New Member Orientation**  
Sponsored by Nebraska Public Power District                                                      |
| 10:00–10:45 a.m.| **Pre-Conference Session: Trends in Ag and Food Processing Site Selection and Emerging Trends in Economic Development, Charlie Walker, C EcD, Site Selection Practice Leader, Ady Advantage and Janet Ady, President and CEO, Ady Advantage**  
Sponsored by Sunflower Electric Power Cooperation                                               |
| 11:00–12:45 p.m.| **Pre-Conference Session: Meet the Site Selector Small Group Meetings, Charlie Walker**  
Sponsored by Ady Advantage                                                                    |
| 1:30–2:30 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) |
| 2:45–3:30 p.m.  | **Keynote: Rewriting the Rural Narrative, Benjamin Winchester, Rural Sociologist**  
Sponsored by NRECA and Touchstone Energy Cooperative                                           |
| 3:45–4:30 p.m.  | **Meet the Site Selector Summary, Charlie Walker, C EcD, Site Selection Practice Leader, Ady Advantage**  
Sponsored by Hoosier Energy REC, Inc.                                                           |

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| 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, Two 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                                                        |

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<th>Time</th>
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| 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**  
Burning Shield, Jason Schechterle, [https://burningshield.com/](https://burningshield.com/)  
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.