2021 NREDA Annual Conference
November 10–12, 2021
Distilling a Brighter Future for Rural America
The Galt House
140 N. 4th St., Louisville, Kentucky 40202
galthouse.com | gotolouisville.com
#NREDA Takes Louisville
NREDA is Louisville bound for the annual conference this year. At the Galt House, you will have the opportunity to network with professionals, learn from guest speakers, experience the museum district, business community, The Urban Bourbon Trail and much more!

The NREDA Annual Conference draws more than 150 Economic and business managers and directors, CEOs, CFOs, marketers, developers, administrative assistants and community representatives for electrical and telephone cooperatives, government employees, counties and economic development consultants and organizations.

Here’s to Distilling a Brighter Future for Rural America!
Wednesday, November 10, kicks off the NREDA’s 31st Annual Conference educational programming with pre-conference interactive workshop including a panel of site selectors. This Transatlantic Business & Investment Council panel session introduces the group to Foreign Direct Investment (FDI) in general and Europe in particular. It will outline how European SMEs looking to expand to the U.S. with a local production or assembly can contribute to local job creation, why rural communities are often the preferred option for a site selection and how NREDA members can get in front of and work with international prospects. As the official representative of more than 100 (often rural) U.S. EDOs in Europe, the TBIC speakers will share their experience and interactively showcase “Best Practices” with the workshop attendees.

Additional cost applies to attend the pre-conference session.

Keynote Speaker, Jason Duff, Founder and CEO of Small Nation, will share How to Supercharge your Downtown in a Post-COVID Economy. Pre-Covid, rural areas across the country were hurting – brain drain, lack of investment, and no vibrancy. But pockets of revitalization were out there, including in Bellefontaine, O.H. Small Nation founder and CEO Jason Duff will tell you how he took a rural town of 13,000 people with an 80% vacancy rate downtown nearly ten years ago to over thirty revitalized buildings, twenty-eight loft apartments, and over fifty new small businesses in less than a decade. Now looking post-Covid, small towns are in the best position they’ve been this century, and you can duplicate this success in your town.

NETWORKING OPPORTUNITIES

In addition to the networking breaks between programming, you’ll want to attend the President’s Reception Wednesday evening at the JimBeam distillery, Well House. Sitting adjacent to our historic JimBeam American Stillhouse and distillery, this distinctive space features an expansive bar, custom-built tables and chairs, and is surrounded by a glass wall that overlooks the historic distillery and the rolling foothills of Kentucky. The space is named after the pure beginning of JimBeam’s natural limestone water well at the distillery, a key ingredient in making the World’s No. 1 Bourbon.

Dinner, drink tickets and transportation to and from The Galt House are provided. And you have the option of purchasing a ticket with your conference registration for a tour and tasting during the reception!
BRIGHTER FUTURE AHEAD

WEDNESDAY OPTIONAL ACTIVITY

Louisville Slugger Factory
Wednesday, November 10, 9:00–11:00 a.m.
Cost: $15.00. Includes admission. Bring cash or card for the gift shop! Customized bats are available and can be shipped to you.

Slide into action of a private behind-the-scenes tour of the factory, hear the how the Louisville Slugger is made and learn some baseball history. You’ll also get to check out special artifacts and step into the Bat Vault.

We’re walking! This activity is within a 10-minute walking distance from The Galt House hotel. If you need transportation to the activity, contact director@nreda.org.

Thursday, November 11, 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:

1. Waterfront Park: Attendees to this Mobile Classroom will learn about:
   - The economic impact Waterfront Park has had on the community,
   - It’s assistance in developing businesses in the area, and
   - It’s assistance in growing Louisville residences.

2. Interapt: Interapt’s leadership team will show real world examples of how it brings opportunity to rural communities – with its PowerMap software helping bring industry and job, and IT skills training program developing the talent pipeline.

3. Parklands: During the tour of our nearly 4,000 acre park system we discuss the history of The Parklands project including the initial capital fundraising, construction of the parks, how we operate and fund our 100% nonprofit park annually, and how the park is being utilized by the community.

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:

1. Best Practices: Working Hard to Help Site Selection Consultants Work for You: Featuring Pre-conference Session Panelist James Blair, Managing Director, Navigator Consulting. This interactive session with professionals from the Economic Development community and associated stakeholders will focus on optimizing opportunities to impact the decision making of site selection professionals through ED marketing materials, promotional materials, community presentations and site visits.
2. Workforce Development: How Local Solutions and Attract Employees to Your Companies: featuring Keynote Speaker, Jason Duff. Workforce development is one of the most common issues among communities and economic developers today. Learn how a hyper-local solution that is controlled and maintained by your community can help you control the narrative, and how building amenities in your community can help attract employees looking for a big-city lifestyle in a small town.

3. Agritourism: Economic and Community Impacts Panel: Featuring OSU Extension Educators Rob Leeds, Makenzie Johnston, and Eric Barrett. This session will provide the opportunity to explore and discuss the economic and community impacts of Agritourism in Ohio. There will also be a touch point around how the Coronavirus issues of the past year has challenged some preconceived notions in the sector.

Thursday programming ends with a General Session Featuring Merabeth Martin of Interapt to talk about Interapt Skills. Interapt is a proven mobile and wearable technology solutions innovation partner for progressive companies. They partner with companies from the Fortune 500 through small- & mid-sized businesses in Media, Healthcare, Insurance, Utilities and Government.

Interapt Skills is a registered apprenticeship training program in partnership with the Department of Labor that helps the unemployed, underemployed, transitioning soldiers (and their spouses), and high schoolers jump start technology careers in their communities.

**NETWORKING OPPORTUNITIES**

The Thursday evening reception is shorter with light hors d'oeuvres and a drink ticket on site at The Galt House to allow you to make dinner reservations with your friends and enjoy a night out in Louisville.

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**Friday, November 8, continues to brighten your future with your choice of:**

1. **Breakout A: A panel session featuring member success stories from 2020** where you will hear from companies who adapted and thrived during a difficult season. The panel includes:
   a. York Nebraska’s COVID response
   b. Ohio Electric Cooperatives initiative to reach out to the community with Dolly Parton’s Imagination Library (DPL) (No, we couldn’t get Dolly to come. Yes, we are disappointed, too.)
   c. De Smet Development Corporations ability to unite and save a local newspaper after its shutdown.

2. **Breakout B: Fostering Shared Rural Economic Prosperity: New Tools to Help Identify and Leverage Local Assets,** Andrew Dumont, Community Development Analyst, Federal Reserve Board. In fall 2021, the Federal Reserve System and its partners will be releasing several new tools that can help inform rural economic and community development strategies. These tools will include a book outlining a new framework for how to approach rural development, including case studies from around the country, as well as a data tool providing easy access to information on a wide range of local community assets. Both tools aim to make it easier for rural development stakeholders to identify and leverage local assets to promote shared economic prosperity in their community.

Join this session to learn more about these exciting new resources and how you can use them to advance your rural development efforts.

The conference closing session touches on every community’s desire to diversify through equity and inclusion through an informative session lead by Curtis Wynn, president & CEO of Roanoke Electric Cooperative.
Reserve your room before **October 15, 2021**. Deluxe Guest Rooms are $189 plus taxes per night.

- After October 15, 2021 rooms are at the regular rate as available.
- Government rates are available.
- The roomblock rate includes complimentary Wi-Fi access in sleeping rooms and meeting space.
- Roomblock rates are available three days prior to and three days post conference.

To book your room online, go to [tinyurl.com/NREDA2021](http://tinyurl.com/NREDA2021) before October 15 to receive the reduced rate.

To book by phone, call (888) 838-8306 and give the roomblock code **110821N REDA** before October 15 to receive the reduced rate.

**IMPORTANT NOTE:** Thank you for staying on the property and supporting NREDA. 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.**
HEALTH AND SAFETY

The health and safety of our attendees are NREDA’s top priority. You can expect that NREDA and The Galt House will follow the CDC’s most up-to-date health and safety protocols.

In turn, NREDA asks that each attendee takes personal responsibility to do your part and minimize the potential of the spread of communicable diseases at the Event.

- Stay home if you develop a fever or have had exposure to any contagious illness, including COVID-19, within two weeks of traveling for the Event.
- Abide by and engage in health and safety measures as defined by the Center for Disease Control (CDC).
- Review this helpful document from the CDC designed to assist in making decisions about attending gatherings.

NREDA is taking the following measures to ensure your safety:

1. Registrants are required to agree to an attestation statement about their health when they register.
2. NREDA will follow the CDC and local guidelines related to COVID-19, whatever those may be at the time.
3. NREDA will have seating available for those who prefer to keep their distance.
4. NREDA will have reminder postings on site about health and safety protocols.

Review NREDA’s Attestation Statement

- Review NREDA’s Travel and Health Safety Tips Document
- See The Galt House’s COVID-19 Preparedness

Questions? Contact director@nreda.org or (515) 284-1421 and mention the NREDA Conference.

TRAVEL AND PARKING

Transportation: Louisville Mohammed Ali International Airport (SDF) is about an 11-minute drive, six (6) miles from The Galt House.

Ride share, taxi and rental cars are available. Click for more ground transportation.

Parking at the Galt House: Discounted rate of $15 per vehicle, per night for self-parking and $28 per vehicle, per night for valet parking.
Wednesday, November 10

8:00 a.m.- 4:30 p.m.  NREDA Registration Desk Open
9:00- 11:00 a.m.  Optional Activities
11:30 a.m.- 2:00 p.m.  Pre-Conference Session: Foreign Opportunities Panel

Moderator: Matthias Beier, President and CEO of the Transatlantic Business and Investment Council, LP; Philip Marschall, MSc, Partner and Director, Navigator Consulting European Office; and James Blair, Managing Director, Navigator Consulting.

Sponsored by Pedernales Electric Cooperative, Inc.

2:15.- 3:00 p.m.  New Member and First-Time Attendee Orientation Sponsored by Georgia Electric Membership Corporation

3:15- 4:00 p.m.  Conference Opening Guest: Governor or Assistant to the Governor, Rocky Adkins (invited).

4:00- 5:30 p.m.  Keynote: We are a Small Nation: How to Supercharge your Downtown in a Post-Covid Economy, Jason Duff, Founder at Small Nation

Sponsored by Central Alabama Electric Cooperative

6:15- 9:15 p.m.  President’s Reception – Buses load at 6:00 p.m

Sponsored by Central Iowa Power Cooperative, Corn Belt Power Cooperative, Iowa Area Development Group and Northeast Missouri Electric Power Coop

Thursday, November 11

8:00 a.m.- 5:00 p.m.  NREDA Registration Desk Open
8:00 a.m.- 9:00 a.m.  NREDA Breakfast & Committee Updates

Sponsored by NRECA and Touchstone Energy

9:00- 9:20 a.m.  Welcome & Remarks Flag Ceremony and Guest speaker: Miles McGinnis, Air Force USA Retired

Sponsored by Alabama Power

9:30 a.m.- 12:30 p.m.  Mobile Classrooms

Option 1: Waterfront Park  Sponsored by East River Electric Co-op
Option 2: Interapt  Sponsored by Sunflower Electric Power Corporation
Option 3: Parklands  Sponsored by Nebraska Public Power District

12:30- 1:30 p.m.  NREDA Luncheon & Awards Presentation

Sponsored by Ohio’s Electric Cooperatives
<table>
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<tr>
<th>Time</th>
<th>Event</th>
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| 1:30–2:00 p.m. | General Session: Takeaways from the Mobile Classrooms  
Sponsored by Greater Freemont Development Council |
| 2:00–2:20 p.m. | Networking Break                                                                                 |
| 2:20–3:20 p.m. | Breakout Sessions  
Sponsored by National Association of Development Organizations (NADO)  
**Breakout B:** Workforce Development: How Local Solutions Can Attract Employees to Your Companies, Jason Duff, Founder at Small Nation.  
Sponsored by Associated Electric Cooperative, Inc.  
**Breakout C:** Agritourism Economic and Community Impacts Panel, Rob Leeds, OSU Extension Educator; Makenzie Johnston, OSU Extension Educator; Eric Barrett, Associate Professor, OSU Extension.  
Sponsored by Ohio's Electric Cooperatives |
| 3:20–3:40 p.m. | Networking Break                                                                                 
Sponsored by Redevelopment Resources, LLC |
| 3:40–4:40 p.m. | General Session: Interapt Skills, Merabeth Martin, Interapt  
Sponsored by Kentucky's Touchstone Energy Cooperatives |
| 5:30–6:15 p.m. | Light Reception  
Sponsored by Jackson EMC |

**Friday, November 12**

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:00–10:00 a.m.</td>
<td>NREDA Registration Desk Open</td>
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<tr>
<td>8:00–9:00 a.m.</td>
<td>NREDA Annual Business Meeting, Breakfast &amp; Prize Drawing</td>
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| 9:00–10:00 a.m. | Breakout Sessions  
**Breakout A:** Panel Session: Members share success stories from 2020 – Adapting and Thriving.  
Lisa Hurley, York County, Nebraska; Patrick Higgins, Ohio’s Electric Cooperatives; Rita Anderson, De Smet Development Corporation.  
**Breakout B:** Fostering Shared Rural Economic Prosperity: New Tools to Help Identify and Leverage Local Assets, Andrew Dumont, Community Development Analyst, Federal Reserve Board. |
| 10:00–10:20 a.m. | Networking Break                                                                                 
Sponsored by Great River Energy |
| 10:20–11:20 a.m. | General Session: Diversity, Equity and Inclusion, Curtis Wynn  
Sponsored by Wabash Valley Power Association |
| 11:20–11:30 a.m. | Conference Closing                                                                         |

*Subject to change. The full schedule will be posted online at [www.NREDA.org](http://www.NREDA.org).*
REGISTRATION IS AVAILABLE ONLINE AT [www.NREDA.org](http://www.NREDA.org) under Events > Annual Conference

<table>
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<tr>
<th>Registration Options:</th>
<th>Member</th>
<th>Non-Member</th>
<th>Member</th>
<th>Non-Member</th>
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<tbody>
<tr>
<td>Attendee Full Registration</td>
<td>$650</td>
<td>$850</td>
<td>$750</td>
<td>$950</td>
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<tr>
<td>First Time Attendee Full Registration</td>
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<tr>
<td>USDA Directors Full Registration</td>
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*Registration includes electronic handouts, breakfast on Thu and Fri, lunch on Thu, and the Wed and Thu receptions.*

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<tr>
<th>Optional Activities: Additional Fees apply.</th>
<th>Member</th>
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<tr>
<td>Louisville Slugger Museum</td>
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<tr>
<td>Pre-Conference Session</td>
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<td>$125</td>
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<td>$150</td>
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<tr>
<td>Spouse/Guest Full Registration</td>
<td>$225</td>
<td>$225</td>
<td>$325</td>
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<tr>
<td>Additional President’s Reception Tickets</td>
<td>$75</td>
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*Registration rate includes reception.*

**President’s Reception Jim Beam Tour and Tasting - $15**

*During the reception. Must be purchased in advance.*

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<th>Additional Light-Reception Tickets</th>
<th>Member</th>
<th>Non-Member</th>
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*Registration rate includes reception.*

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**Cancellation, Refund and Substitution Policies**

Registration fees are per person and include admission to all outlined NREDA functions. No refunds are given for no shows.

Please note that registration fees do not include hotel accommodations, airfares, transportation or optional tours and activities. Spouses, significant others and children must pay the applicable registration fee if attending NREDA Annual Conference. Only those individuals who register may attend NREDA Conference.

**Attendee Registration Cancellation and Refund Policy**

No attendee registration refunds are given after October 15, 2021, and no refunds are given for no-shows. Cancellations received on or prior to October 15, 2021, will be refunded less a $100 processing fee per individual. Full refunds are given if you are ill or have been in contact with someone diagnosed with a contagious illness, such as COVID-19 or the flu or in the case of a family emergency. Substitutions are allowed. Please email [meetings@nreda.org](mailto:meetings@nreda.org) to substitute a current attendee registration. If substituting a nonmember for a member, the difference in rate is due at time of substitution.

Questions? Email [director@nreda.org](mailto:director@nreda.org).
THANK YOU TO OUR 2021 ANNUAL CONFERENCE SPONSORS

Paid sponsors as of 7/24/21

TITANIUM

CENTRAL ALABAMA ELECTRIC COOPERATIVE

DIAMOND

Hoosier Energy REC, Inc.
Kentucky’s Touchstone Energy Cooperatives
LocationOne
Iowa Area Development Group

PLATINUM

Jackson EMC
NRECA and Touchstone Energy Cooperatives
South Carolina Power Team

GOLD

Alabama Power
Associated Electric Cooperative, Inc.
Bluebonnet Electric Cooperative, Inc.
East River Electric Power Co-op
Georgia Electric Membership Cooperation
Greater Fremont Development Council

SILVER

Great River Energy
National Association of Development Organizations (NADO)
Nebraska Public Power District
Ohio’s Electric Cooperatives
Pedernales Electric Cooperative, Inc.
Redevelopment Resources, LLC
Sunflower Electric Power Corporation

BRONZE

Ayars & Ayars, Inc.
Consolidated Electric Co-op
Convergent Nonprofit Solutions
Don Schjeldahl Group
Gold Stone Consulting Group
Guadalupe Valley Electric Co-op
Midwest Energy, Inc.
NetWork Kansas
Nex-Tech
Union County-Marysville Economic Development
KREDA (Western Kansas Economic Development Alliance)

WABASH VALLEY POWER ALLIANCE

NRTC (National Rural Telecommunications Cooperative)
NTCA (The Rural Broadband Association)
Personal Accountability Commitment

By registering for and attending NREDA’s Annual Conference, you agree to:

1. Stay home if you develop a fever or have had exposure to any contagious illness, including COVID-19 within two weeks of traveling for the event.
2. Stay in your hotel room and notify NREDA Staff if you develop a fever at or learn you had contact with someone who is diagnosed with any contagious illness including COVID-19 within two weeks before traveling to the NREDA Annual Conference.
3. Abide by and engage in Health and Safety measures as defined by the CDC, event venue or NREDA, including:
   a. Physical distancing.
   b. Wearing a mask when in public areas.
   c. Being respectful of others.
4. If you develop a fever and/or other symptoms related to a communicable disease including COVID-19 within seven (7) days of attending the event, notify NREDA staff.

Use of Audio and Photographic Images

Participation in NREDA events (including both virtual and live events and activities) constitutes an agreement by the attendee to the use and distribution of the attendee’s image and/or voice in photographs, videos, electronic reproductions and audiocassettes of such events and activities by NREDA and third parties, including but not limited to the venue host, the host city, the destination management company and any local convention or visitor’s bureau. The foregoing blanket permission does not apply to speakers when they are giving schedule presentations. Scheduled speakers retain the right to negotiate whether and to what extent their presentations can be recorded, copied, archived, and/or disseminated. Still images of speakers during their presentations are, nevertheless, permitted to be made and disseminated as provided above.

Hotel Room Block Audits

By registering for NREDA events and activities, you consent to hotel room block audits including the contracted hotel(s) sharing the names and information of guests booked within the NREDA room block(s) with NREDA and NREDA sharing the list of event registrants with the hotel(s) for purposes of hotel room block audits.

Cancellation, Refund and Substitution Policies

Registration fees are per person and include admission to all outlined NREDA functions. No refunds are given for no shows.

Please note that registration fees do not include hotel accommodations, airfares, transportation or optional tours and activities. Spouses, significant others and children must pay the applicable registration fee if attending NREDA Annual Conference. Only those individuals who register may attend NREDA Conference.

Attendee Registration Cancellation and Refund Policy

The NREDA will provide specific cancellation and refund policies for each event including the annual conference. For purposes of the 2021 NREDA Conference, no attendee registration refunds are given after October 15, 2021, and no refunds are given for no-shows. Cancellations received on or prior to October 15, 2021, will be refunded less a $100 processing fee per individual. Full refunds are given if you are ill or have been in contact with someone diagnosed with a contagious illness, such as COVID-19 or the flu or in the case of a family emergency. Substitutions are allowed. Please email meetings@nreda.org to substitute a current attendee registration.
Sponsors Cancellation and Refund Policy
No refunds will be given for Sponsorship cancellations. NREDA will work with the sponsoring company to ensure proper advertising exposure before, during and after the event to honor the sponsorship.

Cancellation of NREDA Annual Conference
Should any cause (such as fire, strike, or Acts of God, etc.) beyond the control of NREDA arise prior to the opening date of the Annual Conference causing its cancellation, it is understood and agreed that NREDA will attempt to reschedule the event as near the original date and site as possible.

- NREDA is not responsible for any other costs incurred by pre-registrants in connection with the conference.
- This policy may be reviewed and altered on a case by case basis by the NREDA Board of Directors.

Postponement:
In the event the NREDA Annual Conference is postponed for any reason, all fees associated with the event will be transferred to the new dates.

- If you are not available on the new dates a refund for attendee registrations will be given minus a $50 processing fee.
- No refunds will be given for sponsorship cancellations. NREDA will work with the sponsoring company to ensure proper advertising exposure before, during and after the event to honor the sponsorship.
- This policy may be reviewed and altered on a case by case basis by the NREDA Board of Directors.

Virtual Alternatives:
In the event the NREDA Annual Conference is offered virtually because of forced cancellation, no refunds beyond the standard refund policy will be given unless a reduced registration fee is offered for virtual attendance (whether attendees, exhibitor or sponsor). If reduced fee is offered, the difference between the virtual registration fee and live registration fee will be refunded.

- This policy is in place if a live event is forced to change to a virtual event or to add a virtual component.
- If the event was originally planned as a live event with a virtual component, and the attendee, exhibitor or sponsor registered under the live event fee, made the decision to attend virtually instead, the event’s registration and/or cancellation policy will be in effect.

Questions about any of these policy statements may be directed to meetings@nreda.org or director@nreda.org.
TRAVEL AND HEALTH SAFETY TIPS

The National Rural Economic Developers Association (NREDA) cares for you. Your health and safety at its meetings and events is a top priority.

This information is not intended to be a comprehensive guide for your travel and meeting attendance, however we wanted to offer some practical tips and information to assist you in staying healthy and safe.

As always, please use common sense and good judgement when traveling and attending meetings and events and rely only on trusted sources for information.

Always:
1. Maintain a strong immune system by drinking lots of water, eating healthy and avoiding alcohol.
2. Practice good hygiene.
3. Use RFID (Radio-Frequency Identifier) blockers to protect your credit and debit cards
4. Hide emergency cash and don’t flash valuables.
5. Be aware of your surroundings and all exits.
6. Don’t talk to strangers too much and avoid over sharing.
7. Steer clear of animals.

Before making plans:
1. Check both the World Health Organization (WHO) and Centers for Disease Control (CDC) for health and travel advisories in your area and the area in which you are traveling. It’s possible that the state may have regulations like mask wearing in public.
2. Know your health status. Should you be traveling? Review the CDC’s advice here.
3. Review and understand cancellation policies for airlines, hotels, meeting registration and any other purchases will you might make as you plan your meeting attendance.
4. Locate the nearest health care facilities and pharmacy to the event location. Is it adequate for your health care needs?

Before you travel:
1. Have list of medications and medical issues.
2. Purchase hand sanitizer, sanitizing wipes/spray, disposable masks, etc.
3. Share your itinerary.
5. Keep an eye on the weather forecast and watch the local news.
6. Write down emergency information.

As you travel:
1. Do your research and be on the lookout for travel scams. If it’s free, unsolicited or just doesn’t feel right, don’t do it.
2. Take care in choosing ground transportation.
3. Wear safety belts in the air and when using ground transportation.

Onsite:
1. Take pictures of and lock up valuables.
2. Stay sober.
3. Review and walk hotel evacuation route.
4. Choose a consistent place to keep your extra room card key.
5. Buddy up. Have someone who knows what you’re doing/where you’re going at all times.