



2018 Annual NREDA Conference

“Connecting Rural America”

November 7–9, 2018

Hilton St. Petersburg Bayfront Hotel, St. Petersburg, Florida



Time	Wednesday, November 7, 2018	Room
7:30 a.m.–12:15 p.m.	NREDA Board of Directors Meeting and Lunch <i>Polycom phone available</i>	Demens
8:30 a.m.–12:00 p.m.	Exhibitor Set Up (1-5 table top displays)	Grand Bay Foyer
11:00 a.m.–4:30 p.m.	NREDA Registration Desk Open	Conference Registration
12:45 p.m.–3:00 p.m.	Pre-Conference Session: The Essentials of Economic Development <i>Sponsored by Nebraska Public Power District</i>	Grand Central / Edge / Kenwood (Changed from Williams)
12:30 p.m.–3:00 p.m.	Optional Activity: Dali Museum <i>The Works of Dali and Clyde Butcher: Visions of Dali's Spain</i>	Off-site
3:45 p.m.–4:30 p.m.	New Member and First Time Attendee Orientation <i>Sponsored by Pedernales Electric Cooperative, Inc.</i>	St. Petersburg III
4:45 p.m.–5:30 p.m.	Conference Opening – Cissy Proctor, Executive Director, Florida Department of Economic Opportunity <i>Sponsored by East River Electric Power Co-op</i>	Grand Bay Ballroom
5:30 p.m.–6:30 p.m.	Key Note Speaker – Sorry Rural America, there is no Infrastructure Santa Claus, Chris Lloyd, Senior Vice President, McGuireWoods Consulting LLC <i>Sponsored by National Rural Utilities Cooperative Finance Corporation (CFC)</i>	Grand Bay Ballroom
6:30 p.m.–8:30 p.m.	President's Reception <i>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)</i>	Pool Patio (Weather back up Grand Bay Foyer)

	Thursday, November 8, 2018	
7:00 a.m.–5:00 p.m.	NREDA Registration Desk Open	Conference Registration
7:30 a.m.–8:15 a.m.	NREDA Breakfast & Committee Overview <i>Sponsored by LocationOne</i>	Grand Bay Ballroom
8:15 a.m.–8:45 a.m.	Welcome & Remarks –Anne Hazlett, Assistant to the Secretary for Rural Development <i>Sponsored by Touchstone Energy Cooperatives & NRECA</i>	Grand Bay Ballroom
8:45 a.m.–9:45 a.m.	General Session: Bringing Connectedness to the Disconnected, Brent Comstock, Bcom Solutions, LLC <i>Sponsored by Great River Energy</i>	Grand Bay Ballroom
9:45 a.m.–10:00 a.m.	Networking Break <i>Sponsored by Central Alabama Electric Cooperative</i>	Grand Bay Foyer
10:00 a.m.–11:00 a.m.	General Session – Peer to Peer Industry Discussion Groups, Moderator, Linda Salmonson, Economic Development Manager, East River Electric Power Co-op	Grand Bay Ballroom
11:00 a.m.–11:15 a.m.	Short Break to change rooms	
11:15 a.m.–12:15 p.m.	Breakout Sessions <ol style="list-style-type: none"> Retail as a Catalyst for Economic Development, Lacy Beasley, Retail Strategies <i>Sponsored by Community Reinvestment Association, LLC</i> Site Selectors Guild: Disruptions in Energy (Topic repeated at the 2:00 p.m. session) <i>Sponsored by Jackson EMC, LocationOne and Ohio's Electric Cooperatives</i> 	St. Petersburg I St. Petersburg III (change from St. Petersburg II)
12:15 p.m.–1:50 p.m.	NREDA Luncheon & Awards Presentation	Grand Bay Ballroom

Agenda is subject to change to meet the needs of attendees, mobile classrooms, speakers and/or sponsors.

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Thursday, November 8, 2018		
2:00 p.m.–3:00 p.m.	Breakout Sessions 1. Getting Traction in the Workforce, Aaron Brossoit, Partner, VP Business Dev., Golden Shovel Agency <i>Sponsored by Brunswick Electric Membership Corp.</i> 2. Site Selectors Guild: Disruptions in Energy (Topic repeat from the 11:15 a.m. session) <i>Sponsored by Jackson EMC, LocationOne and Ohio's Electric Cooperatives</i>	St. Petersburg I St. Petersburg III (<i>change from St. Petersburg II</i>)
3:00 p.m.–3:15 p.m.	Networking Break <i>Sponsored by National Association of Development Organizations (NADO)</i>	Grand Bay Foyer
3:15 p.m.–4:45 p.m.	General Session: Site Selector Panel: Site Selection Consultants and You – Making the Most of the Relationship, Chris Lloyd, Senior Vice President, McGuireWoods Consulting LLC; Don Schjeldahl, Principal, DSG Advisors The Don Schjeldahl Group; and Mark Williams, President, Strategic Development Group, Inc. <i>Sponsored by Jackson EMC, LocationOne and Ohio's Electric Cooperatives</i>	Grand Bay Ballroom
4:45 p.m.–5:45 p.m.	Past President's Council	Tangerine South
6:00 p.m.–7:00 p.m.	Light Networking Reception <i>Sponsored by Brunswick Electric Membership Corp. and South Carolina Power Team</i>	Pool Patio (Weather back up Grand Bay Foyer)

Friday, November 9, 2018		Room
7:00 a.m.–10:00 a.m.	NREDA Registration Desk Open	Conference Registration
7:30 a.m.–8:30 a.m.	NREDA Annual Business Meeting, Breakfast & Prize Drawing <i>Sponsored by CoBank</i>	Grand Bay Ballroom
8:30 a.m.–9:30 a.m.	General Session: Courage Through Chaos, Aimee Copeland, Aimee Copeland Foundation	Grand Bay Ballroom
9:30 a.m.–10:00 a.m.	Networking Break	Grand Bay Foyer
10:00 a.m.–11:00 a.m.	General Session: Cooperatives, Community Development and Connectivity: The R-S Fiber Cooperative Story A conversation with Tim Herwig, Office of the Comptroller of the Currency and Moderator Linda Salmonson, Economic Development Manager, East River Electric Power Co-op	Grand Bay Ballroom
11:00 a.m.–11:15 a.m.	Closing, Prize Drawings and Information for Next Year's Conference	Grand Bay Ballroom

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GROUNDBREAKING
ECONOMIC DEVELOPMENT
COMMUNICATIONS

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