



NREDA News Brief | March 2022



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President's Message



As I review the past few weeks' activities, Touchstone Energy NEXT Conference as well as NREDA's strategic planning, I'm reminded of the words of a mentor of mine who has since passed away, Dr. C. William Swank, CEO of the Ohio Farm Bureau Federation. With a tip of the hat, I am admiring and acquiring some of Dr. Swank's thoughts.

In 1985 Dr. Swank spoke on the value of gathering. Gathering to work on complex problems of the day, and when I read these issues such as inflation, energy, and trade, many are still concerning today. Additional issues range from workforce housing, energy sustainability, to aging or nonexistent infrastructure and giving every person in our communities a chance to succeed.

And that rings true of the past week or so. We gathered with friends and colleagues from across this nation to work on issues that hold back rural communities in America.

Whom do you gather with, how, and when? Gathering today, especially after 2020 has taken on a whole different light than some 37 years ago. Today we Zoom, we text, we call (long distance is now free), and we gather. I suggest, gathering with your fellow economic development practitioners is a great way to acquire education, information, and outside thought to solve the problems of the day.

NREDA is your organization specifically designed to facilitate gathering but requires you to interact and take part. There are several programs NREDA offers to help you access information, education, and experience.

- Webinars are held on topics such as Community Wellness, Planning for Site Selection, and Entrepreneurship.
- The monthly newsletter keeps you updated on current topics and legislation. A mentorship program is available, not only to new members but also on the specific subject matter.
- Your annual meeting, which is in Albuquerque, New Mexico tops off the year and will be full of information on site selection, the power of connecting, as well as an opportunity to speak with fellow practitioners.

What it takes is you. Your participation through your membership. If you have sent in your membership, thank you, ask someone in your network to join and participate. NREDA is currently in 36 of the 50 states so there is someone close to you who is a member or there is room to grow a new member. If you haven't renewed your membership, please do. Renew and engage the NREDA and your fellow developers.

Until we gather again,
Dan Boysel, NREDA President

Membership



Renew Your Membership Today

Your membership in NREDA is up for renewal and we don't want you to miss a thing!

NREDA is the leading professional development resource for rural America. You should have received your dues notice - please return with your payment to ensure you maintain the connections you need to do your job! Contact Kelly Kipping (515) 334-1074 or staff@nreda.org to pay by credit card or get more information. If you need another invoice for dues, please contact NREDA Headquarters at director@nreda.org or call (515) 284-1421.

Renew online - It's Easy!

1. Sign into your account at www.nreda.org
2. Click on your name in the top of the web page.
3. Click Renew Now.
4. Click Proceed to Checkout.
5. Enter Payment Details.
6. Click Submit Order.

[Renew My Membership](#)

WELCOME NEW MEMBERS (Feb. 2022)

Ethan Pitt
Iowa Area Development Group

Steve Pastorkovick
NRTC

Kerri Falletti
KDC-Office of Rural Prosperity

The NREDA values everyone as a member in our organization!

During this economic turbulence, the NREDA would like to offer existing NREDA members an opportunity to maintain their NREDA membership if they lose their job with their organization. The NREDA Board of Directors recently approved a provisional "job loss" program that will allow an NREDA member to continue his/her membership so that he/she can continue to receive emails, newsletters, and an opportunity to participate in events at membership rates. This new "job loss" program will allow for these individuals to maintain their network of colleagues and potentially develop their careers.

If your job has been affected or you need additional information, please contact the NREDA Executive Director (director@nreda.org), and notify us of your status. The NREDA is committed to assisting its members through these tough economic times. We hope that remainder of 2022 turns out to be vibrant times of economic recovery benefiting rural America.



New Member Highlight

Donna Walker, MEDP, MBA
Sr. Economic Development Manager
Dairyland Power

Both my husband and I work in the economic development field both competing and working collaboratively on projects. We are a blended family of 4 children, 6 grandchildren, and two puppies.

What does your job entail?

Work with state, regional, and local economic development organizations to identify development opportunities to retain and grow member cooperative energy sales.

What is your background?

I have more than 25 years of experience in the energy field. Active in numerous organizations such as the Wisconsin Economic Development Association serving as Chair for 2022. I hold an M.B.A. and B.A. from Lakeland College and an Economic Development Master Practitioner certificate from the University of Alabama, Clemson University, Texas Christian University, and University of Southern Mississippi.

What is the one thing you enjoy most about your position?

Working with all our member cooperatives as we collaborate to grow their energy sales.

What is the one thing you'd like to learn from your experience with NREDA?

Best practices and how to overcome some of the challenges in the rural areas.

Save the Date



NADO News - Webinars Available

Recording Available! Webinar: Advocacy During the Washington Conference

Although public access to House and Senate buildings will remain limited during the NADO & DDAA Washington Conference (March 13-16), there are still many opportunities to participate in advocacy at the federal level. This webinar provides recommended strategies for conducting effective advocacy this year, despite restrictions on in-person meetings. The webinar recording features experts [Michael Higdon, Principal at A1.9 Strategies](#) and [Hal Hiemstra, Partner at Summit Strategies](#).

[View Now](#)

Nuclear Communities Forum: Strategies to Address the Impacts of Plant Closure

When: April 01, 11:00 a.m. - 2:45 p.m. ET

Where: Virtual

Details: This first-ever virtual Nuclear Communities Forum will bring together communities from across the country for a series of engaging discussions around the various impacts that host communities and regions experience when a local nuclear facility shuts down. Speakers will share insights from the field on a wide range of socioeconomic impacts of closure; the nuts and bolts of the decommissioning process; prioritizing meaningful, consistent community engagement in planning; and the importance of early planning for a successful economic transition. This event is being organized by the EDA-funded **Nuclear Closure Communities Technical Assistance Team**, consisting of **Smart Growth America**, the **Nuclear Decommissioning Collaborative**, the **NADO Research Foundation**, and the **Center for Creative Land Recycling**.

[Register Now](#)

New! USDA Unveils Resource Guide to Help Rural Entrepreneurs

United States Department of Agriculture (USDA) has released a resource guide to help people in rural America start and grow businesses, create good-paying jobs in their communities and strengthen America's economy. The guide features information on how rural entrepreneurs can use USDA and other Federal programs to access financing and other assistance to help start and expand their businesses.

[View Guide](#)

Action Items

We Need Our Member's Help!

1. Do you have photos from the Annual Conference? Send them over to meetings@nreda.org and you may see them in future communications!
2. What are your success stories? We want to share them for future posts on social media and brag about our members! Email Jay Buchholz at jay.buchholz@siouxvalleyenergy.com.

Upcoming Events

NREDA Annual Conference

November 2-4, 2022

Albuquerque, NM

NREDA Staff

Executive Director

[Kailah Schmitz](#)

NREDA Meeting Professional

[Brittney Burton](#)

Membership Dues, Billing

[Kelly Kipping](#)

NREDA Website

[Darcy Watson](#)