



NREDA News Brief | March 25, 2022



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President's Message



"It takes a lifetime to build a good reputation, but you can lose it in a minute," Will Rogers as told to me by the late Lowell Hedges, professor, the Ohio State University.

Isn't that right? We as economic development professionals spend our lifetime building a good reputation, through trust, and transparency. I can add setting expectations, follow-through, and meeting (exceeding) those expectations. Your communities, colleagues and family members expect and rely on it. You expect it with your people and organizations.

One of the ways is to provide our members with the financial status of the organization. The NREDA Board takes its fiscal responsibilities very seriously and reviews month-end financial statements at each of its six board meetings throughout the year. The FY21 financials can find these documents in the members-only section of the NREDA website: [here](#). Please take a moment to review them and if you have questions, let us know.

Another important way is to provide two-way communication between the membership and the board thru the [biannual member survey](#). Board leaders want to provide value for your membership dollars and while it's a bit long – it is chock full of valuable information from members on the services NREDA provides to rural economic developers.

The NREDA Board takes these survey results into their biannual strategic planning exercise, trying to make the rubber meet the road. Each committee (Membership, Publications & Marketing, Professional Development, Annual Conference, Rural Issues, Strategic Alliances) drills down on the questions/answers for their specific responsibilities.

NREDA conducts the 'business of the association' at the Annual Meeting held each year during the annual conference. This is the chance for open, public discussion about how the association is faring, what the association is working on, and ratifying the election of directors or any bylaws changes.

As an organization, we value and thank you for your investment in NREDA as a trusted source of economic development training, networking, and information. We ask for your continued input and questions grace as we continue to work to build on our reputation and your trust. We will focus on setting and exceeding your expectations as our members, with your help.

Until next month, keep the faith!
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-Mar. 2022)

Charlie Walker

Chippewa Development Corp

Elizabeth Lee

Valley Electric Association, Inc.

Mrs. Katelyn Muncie Colclazier

NineStar Connect

Lexie Nadler

Midland Power Cooperative

BJ Tanksley

Missouri Department of Economic Development

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 Highlights

Kerri Falletti, CEcD

Grassroots Strategy Developer

Office of Rural Prosperity, Kansas Department of Commerce



I am married and have three amazing kids and two wonderful grandchildren. My husband and I enjoy traveling, camping, fishing, hunting and gardening.

What does your job entail?

I started in this position the beginning of 2022. This job entails working directly with rural communities to address challenges they are facing. In this position, I also identify resources and program training needed so that communities are aware of what is available to them.

What is your background?

I have been working in every aspect of economic and community development for 18 years, serving as Director of Economic Development for Cowley County, KS, for nearly 12 years. I have been a Certified Economic Developer through IEDC for 13 years and have a Business Administration degree from Friends University, Wichita, KS. I enjoy entrepreneurship and business development, but also working on youth engagement opportunities to get them excited about living in a rural community.

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

One thing I am enjoying in this new role is visiting with communities and being a resource for them, but also hearing about all of the exciting things happening in rural Kansas.

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

I hope to learn from colleagues about ways they are working in rural communities and how I can incorporate new initiatives in my work.

Save the Date

SAVE THE DATE



NREDA
National. Rural. Connected.

2022 NREDA Annual Conference
November 2-4, 2022



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](#)