



NREDA News Brief | April 2022



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President's Message



At the annual conference in Louisville last fall, President Garry Clark awarded me a Louisville Slugger bat in place of a gavel. The baseball theme may come up more than once in these columns.

April, at least in the Midwest, brings around the familiar smells, sights, and sounds of America's pastime of baseball. Hope springs eternal. As of April 8, my Reds were leading the pack, a sure bet for the World Series. Today, the picture is a little different, we are under 500 and scratching our heads.

That's life though, isn't it? We start on projects with the goal in mind, then we run into issues and obstacles which we didn't expect. There are baseball quotes for every situation, so here are a few.

"Life is like a baseball game. When you think a fastball is coming, you gotta be ready to hit the curve." – Jaja Q.

Hall of Fame pitcher Bullet Bob Feller said, "Every day is a new opportunity. You can build on yesterday's success or put its failures behind and start over again. That's the way life is, with a new game every day, and that's the way baseball is."

There are days when things just don't go right, and you want to give up. Don't. What you do is important to your community and to rural America. Economic development is like baseball, a team sport – do your darndest and depend on your team to help you reach the goal. Use all your resources and remember NREDA is a fantastic way to connect with those who want you to succeed.

The last baseball quote of the day sums up what it takes to succeed in baseball, economic development, and life. It is from a favorite of mine, Yogi Berra, "Baseball is 90% mental, and the other half is physical."

Put your toes on the line and keep swinging.
Dan Boysel, NREDA President

2022 Regional NREDA Summit
May 10-11, 2022
Red Oak and Stanton, IA

National. Rural. Connected.



Join us on May 10 and 11, 2022 in beautiful Red Oak and Stanton, IA to share ideas face-to-face and collaborate on tackling some of the biggest hurdles facing rural America today. Over two half days, our summit will feature experienced subject matter experts focusing on several key areas including:

- Unique Housing Solutions
- Effective Workforce Initiatives
- Creative Placemaking and Downtown Revitalization
- Positives Impacts from Upgrading Fiber, Data Storage and Cybersecurity

In addition, the conference will take place in various community hubs between the two towns to give you an idea of how to leverage existing spaces to become a destination in your region. These mobile classrooms will immerse our guests in that site selector visit feeling and give us even more time to network with our rural economic development peers.

[Register Now](#)

Lodging

Red Coach Inn & Suites – 1200 Senate Avenue, Red Oak Iowa
“Economic Development Group” Block Rate: **\$104.70 total per night.**
Block is held until **APRIL 26, 2022**. Block held for May 10th and 11th nights – you can reserve one or two nights.

For more information, please contact our host Shawwna Silvius at mayor@redoakia.city or 402.217.1929 for more details. We hope to connect in Iowa so we can all be sparks for progress in our hometowns.

RED  **OAK**

THE *Heart* OF SOUTHWEST IOWA

FEEL OUR *Beat*

Share Your Successes for 2022 Economic Development Week

Economic Development Week was created by the International Economic Development Council (IEDC) in 2016. To increase awareness of local programs that create jobs, advance career development opportunities, and improve communities' quality of life everywhere.

NREDA would like to amplify your successes over the past year with your peers.

Send your stories to director@nreda.org to have them featured on our social media pages and in our newsletter. Submissions are due by May4.

[Learn More](#)



New Member Highlights

Steve Pastorkovich

*Senior Director, Broadband Funding & Development
Funding & Development*

National Rural Telecommunications Cooperative

What does your job entail?

Helping NRTC members prepare for and leverage various broadband funding opportunities.

What is your background?

Previously, I spent over 20 years working for rural telecommunications organizations in Washington D.C.

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

Helping NRTC members serve the communities of which they are part.

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

What NREDA members do to enhance their communities.

Save the Date

SAVE THE DATE



**2022 NREDA Annual Conference
November 2-4, 2022**



Action Items

We Need Our Member's Help!

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.

#NREDA

Don't forget when posting on social media to use the hashtag #NREDA when sharing your stories! This way we can spread it to all of our members!

Upcoming Events

Regional NREDA Summit

May 10-11, 2022

Red Oak and Stanton, IA

NREDA Annual Conference

November 2-4, 2022

Albuquerque, NM

NREDA Staff

Executive Director

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