



NREDA News Brief | January 2023



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President's Message



Happy New Year! Anyone that knows me well knows that I am a passionate University of Georgia football fan. Much to the dismay of my Buckeye friends, we rung in the new year with a College Football Playoff victory! Nine days later, my Dawgs won again for back-to-back national championships! As a proud alumnus of the University of Georgia, it's been a fun ride the last two seasons.

Like many of you, another passion of mine is rural America. It is an absolute honor to serve as the 2023 President of the National Rural Economic Developers Association (NREDA). As our mission states, NREDA is dedicated to the advancement of rural economic development. When we met in Albuquerque in November, I stated my theme for 2023 would be member engagement.

So you may be asking yourself, "How can I become more engaged?" First, I want to thank you for being a member. It is my goal that this membership offers you great value. To increase the value of your membership and the organization, one way you can become more engaged is by joining a committee and actively participating in the work of that group. Work is well underway on the following committees: Membership, Publications & Marketing, Professional Development, Annual Conference, Rural Issues, and Strategic Alliances. Find one that interests you and become involved. Each one of these committees would certainly welcome new input, thoughts, and ideas.

Another way to become more engaged is spread the word about NREDA. Promote NREDA to colleagues locally, across your state and region. Encourage peers to learn more about NREDA and challenge them to join the organization. Follow us on social media (Facebook, LinkedIn, and Twitter) and then share that content with your friends and followers.

Finally, go ahead and mark your calendar for the 2023 Annual Conference that will be held in Myrtle Beach, South Carolina from November 8th through 10th. The conference will be held at the Sheraton Myrtle Beach, which is located only two blocks from the scenic boardwalk. If you have never visited The Grand Strand, you are in for a treat! Brittany Dickey is chairing the Annual Conference committee and they already have some great ideas for this conference.

Lastly, I want to recognize Dan Boysel for the great work he did as President in 2022. Dan did an outstanding job leading this organization and I am grateful for his contributions, and more importantly, his friendship. As Dan pointed out in his most recent column, we are in the midst of a transition in having Accent on Management provide the professional staffing of our association. AOM has provided proven association management to organizations for over 50 years. Tracey Hogan and her team are dedicated to helping NREDA grow and

excel into the future. As with any staffing transition, there will be a period of acclimation for everyone. We appreciate your patience and encourage your feedback so we can make any corrections when needed.

So, here's to a productive and fulfilling 2023! I look forward to the year ahead of us.

And, Go Dawgs!

David Cleveland, 2023 NREDA President

NREDA Has Moved!

Just a reminder that NREDA has moved, and we are working on a new website and online membership database that will launch in February. We appreciate your patience during this period of transition.

An email regarding membership renewals was sent to you from our new email address (nreda@assnoffices.com). If you have not received this information, please contact our office at nreda@assnoffices.com or 614-228-4706. Thank you!

NREDA
400 W. Wilson Bridge Rd., Ste. 120
Worthington, OH 43085

SAVE THE DATE 

2023 NREDA Annual Conference
"Navigating the Changing Tides"
November 8-10, 2023

LOCATION:
Sheraton Myrtle Beach Convention Center Hotel
Myrtle Beach, SC

For more information, contact nreda@assnoffices.com
www.nreda.org

March Webinar Opportunity

Free Webinar for NREDA Members
"Empowering Retail Retention and Recruitment in Your Community"

When: 2 p.m. ET, Wednesday, March 15, 2023

Why Join Us: When you think of retail, what comes to mind? The local coffee shop downtown or a national chain where you like to shop? What is the difference between a local retail business and a national brand? Lacy Beasley will cover national trends in retail real estate and address the different approaches to national retail recruitment vs. local downtown revitalization. Rural communities need both national and local retailers. This complimentary webinar will highlight success stories where local stakeholders made a difference in retail retention and recruitment by using strategic partnership.

And electric cooperatives have another powerful resource to help support and promote their local business community: the free **Co-op Connections** member benefit program. We'll take a look at the new and improved website and learn how you can help power a small business comeback, while saving co-op members money in the process.

[Register for Complimentary Webinar](#)

Who You Will Hear From:

- Lacy Beasley, **Retail Strategies**
- Scott Bialick, **Touchstone Energy Cooperatives**

Let's collaborate and find new ways to support the small towns and rural communities we serve.

NREDA 2023 Executive Committee

- **President - David Cleveland**, Director of Business Development, Jackson EMC (GA)
 - **1st Vice President - Brittany Dickey**, Vice President, Business Development, Corn Belt Power Cooperative (IA)
 - **2nd Vice President - Lisa Hurley**, Executive Director, York County Development Corporation (NE)
 - **Secretary-Treasurer - Kathryn Grasz**, Director of Key Accounts & Economic Development, Lorain Medina Rural Electric
 - **Past President - Dan Boyse**, Manager, Economic Development, Consolidated Cooperative
-

Job Posting

Director of Economic Development

The incumbent is appointed by the Allegany County Board of Legislators and performs work under the supervision of the County



Administrator with wide leeway allowed for the use of independent judgment in the performance of job duties and tasks.

[Continue reading here.](#)

Action Items

Highlight Your Achievements!

What are your success stories? We want to share them for future posts on social media and brag about our members! Email your stories to NREDA Marketing Chairperson Jennifer Wakeman at jwakeman@driveindustry.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

Webinars

- March 15th, 2 p.m. ET -Empowering Retail Retention and Recruitment in Your Community

Look for information about additional webinars in 2023 soon!

NREDA Annual Conference

- November 8-10, 2023 | Myrtle Beach, SC

National Rural Economic Developers Association | 400 W. Wilson Bridge Rd., Suite 120,
Worthington, OH 43085 614-228-4706

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