



NREDA News Brief | July 2022



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President's Message



Hello Summer!

What a great time for vacations, family picnics and building memories with friends and family.

My sister has come to town to visit with her Ohio family and friends. During the visit, she and my mother have been taking time to reduce the clutter and prep for my mother to move locations. While the activity may not be on the Marie Kondo level, their concentration has been on old paper records, and a drawer full of cards my mother has received over the years. As they begin to sort and discard, it gave my mother another chance to read the cards and notes, remembering each event as well as the giver. What a blessing it has been for her to relive those relationships in her life that have been meaningful to her.

Our daily business in economic development relies on our skills as relationship builders to be successful. You know the sayings “nobody cares how much you know until they know how much you care,” “relationships are built on trust,” and many others. My question to you this month is how do you go about building those relationships? We send an email, shoot a text, MS Teams, Zoom, or one of the many other apps available to us. It gives us a fast, efficient method of making those contacts, after all, we are busy! The need to make the touch is so important.

Or is it? By now you are tying my thoughts together. You all are a pretty smart group. Take some time, grab a pen, a notepad, a blank card, or even a special event card and take a moment and share your thought instead of the congratulations by text or email. While I agree, it takes effort and a little time, and if you are like me your handwriting is atrocious, it still makes a difference on a personal level. To see your personality in your handwriting. Writing a note rises above the din of all the emails and LinkedIn congratulations that fill our inboxes in a day. When we see a handwritten note it brings back other memories and arouses our other senses of touch, smell, and the sense of the soul. There is power in the human connection of writing and receiving a letter.

That leads me to a last remaining thought or two. Touchstone Energy has the tag line in their logo of “The Power of Human Connections.” If you have the availability to access and use their resources, it is such a great tool in your toolkit of economic development and relationship building.

The last shout-out is for NREDA's annual conference this November in Albuquerque, New Mexico whose motto is “Change Your Perspective.” The committee has put together an agenda designed to reach out to a wide variety of interests. Our pre-conference and general session speaker this year is none other than Ginger Johnson, who will provide us with great insight into being “Powered by Connection.”

Come join us, connect with others in your field, and take time to stand out in the crowd by writing a note or two, or three to someone.

The quote of the month is “To write is human, to receive a letter, Divine” – Susan Lendroth

Dan Boysel, NREDA President

Annual Conference



NREDA Annual Conference Speaker: Ginger Johnson, *Connecting at the Conference*

Meet Ginger, author of "Connectivity Canon: Why and How to Connect with People on Purpose with a Service Mindset." Click below to view a special message from Ginger just for you, our NREDA members!

[Watch Video](#)

REGISTER NOW



2022 NREDA Annual Conference

Rising into the Future

November 2-4, 2022

Registration is LIVE!

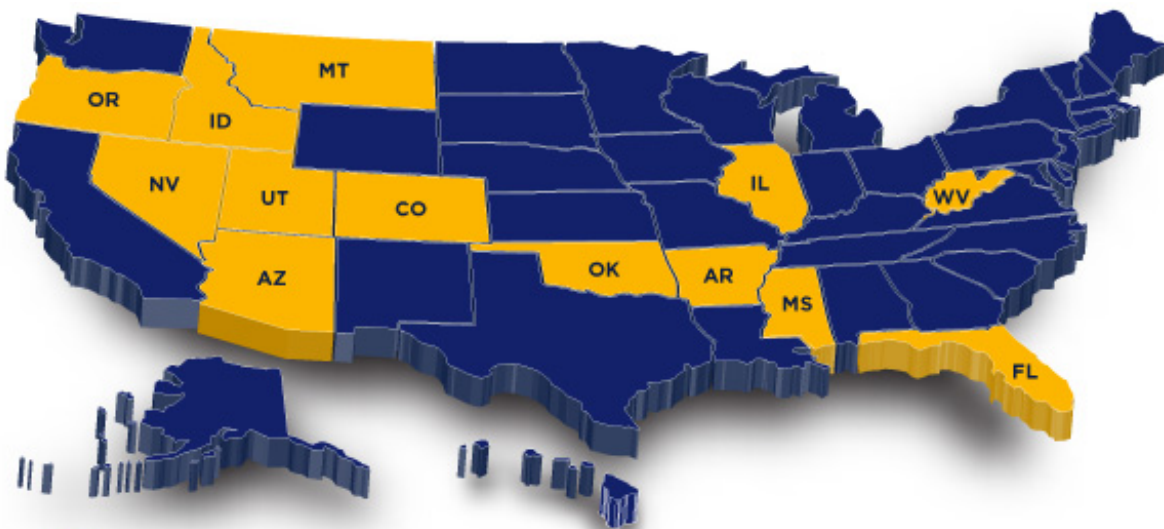
Come join us in the authentic Southwest as we gather for the 2022 Annual Conference in Albuquerque, New Mexico.

Click below to get registered, view the agenda, and learn how to book your hotel room.

Registration is open until Nov. 4, 2022. Discounted rate ends Oct. 10, 2022. No cancellation refunds will be given after Oct. 10.

Must be signed in to register.

[Register Now](#)



NREDA Membership Challenge

National. Rural. Connected.

Winner to be announced at the 2022 Annual Conference

The NREDA Membership Committee has set its goals for the year and is calling for your help. The committee is targeting new members from **telcos** and **states** with low membership numbers.

The NREDA member that recruits the most new members in either of these categories will be awarded in a grand way at the Annual Conference this fall in Albuquerque.

Make sure they mention that you recommended them in their application.

States that qualify include:

Arizona
Arkansas
Colorado
Florida

Idaho
Illinois
Mississippi
Montana
Nevada

Oklahoma
Oregon
Utah
West Virginia

New Member Highlights



Leigh Allen
Key Accounts Manager
Carroll EMC



What does your job entail?

To provide exceptional service to our current Key Account members and to help our community with new economic development opportunities.

What is your background?

I managed Member Services for 10 years before moving into the KA role. I have managed customer service/call centers my entire career. I recently completed the NREDA MIP and CKAE programs.

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

Taking care of our current members' needs and helping to bring in new businesses.

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

How to help bring in new business to our communities to help them thrive by producing jobs.

Welcome New Members

Leigh Allen
Carroll EMC
Carrollton, GA

Jaicey Gillum
KDC-Office of Rural Prosperity
Independence, KS

Brandon Lane
Sioux Valley Energy
Brandon, SD

John Kennedy
Greeley County Community Development
Tribune, KS

Jennifer Presberry
Co-Mo Connect: Powered By Co-MO Electric
Cooperative
Columbia, MO

Sheena Thomas
KDC-Office of Rural Prosperity
Independence, KS

Award Nominations

We need your help identifying those deserving of recognition for their outstanding leadership in the field of rural economic development. The National Rural Economic Developers Association honors deserving individuals across America yearly at the Annual Conference.

Nomination forms are due no later than September 1.

Call for Leadership

NREDA is looking for leaders interested in taking their NREDA involvement to the next level to help the association carry out its mission, goals, and purpose.

The NREDA Board of Directors is responsible for the supervision and direction of the affairs of the association.

The Nominating Committee is looking for individuals interested in becoming an NREDA Director.

- Each Director is elected to serve a three-year term.
- Board meetings are held five times a year: three meetings via conference call, one meeting held at a TBD meeting location (usually in conjunction with another NREDA event), and one meeting held at the Annual Meeting each year.
- Qualifications include: being a member of good standing with NREDA, believing in NREDA's mission/purpose; having direct NREDA experience by working on one of NREDA's committees, having the time, support and financial resources (for travel two times a year) to participate in board activities and most importantly, an interest in serving rural America's economic development efforts.
- Factors such as the balance of geographic location, gender, type of employer, and interests and strengths of the candidate will be considered.
- Preference would be given to those nominees who have been a member for at least one year and have been to at least one conference.

Volunteers are the foundation for NREDA's growth, and its success can be directly attributed to the many members, past and present, who have generously shared their knowledge and expertise.

The deadline to express interest in leadership is Friday, August 12, 2022.

[Learn More](#)

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

NREDA Annual Conference

November 2-4, 2022

Albuquerque, NM

NREDA Staff

[Executive Director](#)

[Membership Dues, Billing](#)

Kailah Schmitz

NREDA Meeting Professional

Brittney Burton

Kelly Kipping

NREDA Website

Darcy Watson

