



NREDA News Brief | June 2022



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President's Message



The year is, depending on the pessimist or the optimist, half over or still 6 months to go! Time has just flown by. Before the year gets away from us, take some time to reset your plans and priorities.

On my list, a big congratulations to Scott Bialick and the NREDA professional development committee for their successful regional NREDA Summit in Red Oak, IA. A special “hats off” to Shawna Silvius for her efforts to coordinate the event. What a great opportunity for over 51 members to gather and discuss housing solutions, workforce initiatives, place-making, and downtown revitalization from a local/regional perspective. This sets the template and standard for future regional meetings in your area!

If you haven't already, get the 2022 NREDA Annual Conference on your calendar. The conference is set for November 2-4, 2022, at the Hotel Albuquerque at Old Town in Albuquerque New Mexico. We are looking for a great conference! Route 66, southwest culture and heritage, New Mexican cuisine, and the great outdoors are enough to draw you to the Land of Enchantment, let alone the outstanding speaker lineup coming from across the nation to discuss economic development.

To give you a little “peek under the tent” of the great lineup, you can gain insight into the Power of Connections with Ginger Johnson, and listen to our keynote speaker Curtis Wynn, CEO of Sumpter Electric Cooperative, Sumpterville, FL. Mr. Wynn shares his experiences supporting economic development and community vitality as he managed an electric cooperative in rural North Carolina. Senator Lujan and USDA Under-Secretary for Rural Development Xochitl Torres Small are working to stop by and welcome us to the great state of New Mexico.

Hands-on mobile learning classrooms are available to dive into the New Mexico film industry and local tourism with the Indian Pueblo Cultural Center. Plus, a series of breakout sessions looking at economic development from the view of the arts, automation, and how to win at economic development. We will close with a general session on renewable energy with Jeff Pratt of Green Power EMC, and Chris Lloyd of McGuire Woods Consulting.

The annual meeting is also the time to recognize an economic development individual or organization which has made an impact in rural communities. Look around and take the time to nominate the one who has made such an impact on your community.

Add into this great lineup of presenters, an opportunity to network with a group of economic development professionals just like you, who focus on rural issues and rural America, you won't find a better way to spend three days. Come and join us for the week, and don't be like Bugs Bunny who often said, “I knew I shoulda taken a left in Alba-koi-kee!”

Enjoy your summer,
Dan Boysel, NREDA President

Annual Conference

SAVE THE DATE



2022 NREDA Annual Conference

Rising into the Future

November 2-4, 2022

The NREDA Annual Conference is a unique power-packed design of mobile classrooms, general sessions, panel discussions, and breakout sessions presented by industry leaders. Topics include real-life economic development success stories and out-of-the-box thinking strategies sure to offer creative solutions to common industry challenges.

The value exceeds the cost! Registration also includes full access to speakers, sessions, mobile classrooms, panels, breakfasts, luncheons, and networking receptions.

Be on the lookout - registration opens next month and a schedule will be released soon!

National. Rural. Connected.



NREDA Membership Challenge

The NREDA Membership Committee has set their 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

Everett Butzine
Owner / Managing Member
Non-Metro Connections



What does your job entail?

Rural Community & Economic Development Consulting

What is your background?

I have held positions with local, non-profit, and regional community & economic development organizations.

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

Enhancing people's hometowns for a sustainable future.

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

Broaden community & economic development knowledge through networking, professional development, and conferences.

Welcome New Members

Derrick Winston
City of Rocky Mount
Rocky Mount, NC

Brooklyn Leep
Marion County Economic Development
Lebanon, KY



Cindy Todd
Executive Director
Partnership Parke County

My husband, Dennis and I reside in Parke County. We have 3 children and 6 grandchildren. We enjoy camping as a family and outdoor recreation.



What does your job entail?

As a rural community, we want to build on our assets. We focus on business retention, small business entrepreneurs, and quality of place.

What is your background?

Bachelor's of Science, eight years in economic development for Parke County, previously worked in customer relations and project management.

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

The people I meet and taking concepts to reality. Our rural community is strongly focused and community development.

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

Creating opportunities that fit our very rural communities. Building on existing assets.

News

USDA and University of Kentucky Unveil Digital Placemaking Toolkit for Communities Across Rural America

U.S. Department of Agriculture (USDA) Rural Development Under Secretary Xochitl Torres Small today announced that USDA and the University of Kentucky's Community and Economic Development Initiative of Kentucky unveiled a **free digital toolkit** to help rural leaders build placemaking plans in small towns

and communities across America.

“When rural people thrive, all America thrives. The Biden-Harris Administration is committed to ensuring rural Americans can build a good life and succeed in the communities they love,” Torres Small said. “That takes investment in the physical, digital, and social infrastructure that builds and strengthens successful communities. Physical infrastructure like roads, bridges, dams, and waterways, provides a foundation for safety and opportunity. With high-speed internet and other digital infrastructure, rural people can connect to learning, job opportunities, and markets around the world. When combined with social infrastructures, like good schools, health clinics, public parks, community organizations, and cultural venues, rural places can thrive. USDA is a proud partner to rural communities investing in their futures.”

Through this interactive toolkit, rural leaders can conduct assessments to determine their community’s readiness for placemaking activities. The toolkit includes examples of placemaking projects based on a community’s readiness that rural leaders can replicate in their communities.

The toolkit also will help rural leaders identify national and regional technical assistance providers, funders, and resource guides to implement rural placemaking activities in their communities. Regional and national technical assistance providers and funding organizations may request to be added to the toolkit’s directory.

[Learn More](#)

Podcast: Along Those Lines

June 27, 2022: Co-ops Play Leading Role in Community Revitalization

Featuring Dan Dan Boysel and the Touchstone Energy Executive Director, Jana Adams

NRECA's monthly podcast is focused on the important stories from across co-op country about the issues that matter most to rural America and the energy industry.

[Listen Now](#)

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

[Kailah Schmitz](#)

NREDA Meeting Professional

[Brittney Burton](#)

Membership Dues, Billing

[Kelly Kipping](#)

NREDA Website

[Darcy Watson](#)

