



NREDA News Brief | November 2024

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President's Message



Wow – what an incredible annual conference we had in Omaha this month! We broke a record for conference attendance with 216 attendees. Lisa Hurley and the conference planning committee did an amazing job planning the conference with speakers, the agenda, moderators, receptions and mobile classrooms. We also broke a record for sponsorship funds this year, which allowed us to add events at low or no cost. A huge thank you to Rick Nelsen and the sponsorship committee for their work to make this happen.

This is my last news article to you as President. I truly enjoyed the year and serving our membership. I want to take a moment to give thanks to those that have assisted me and the NREDA organization this year. There are so many to list, so I apologize if I missed anyone.

- The NREDA Board: thank you for taking the time to serve on the board, for your input and guiding our organization.
- NREDA committee chairs and members: thank you for participating in and leading these committees. These are active committees that move this organization forward and work on our goals and initiatives.
- Accent on Management staff: thank you for keeping me and NREDA organized! They are our staff doing the hard work that you don't always see behind the scenes, and everything runs through them. We wouldn't work efficiently and smoothly without you!
- IADG and our local economic developers: thank you for being a great partner to make projects happen in our system. Also, thank you for supporting and attending NREDA.
- Corn Belt Power and our member distribution cooperatives: thank you for being a great place to work and supportive of NREDA and my time spent on it. I am blessed to work with wonderful people that are supportive of

economic development and employee growth. I wouldn't be where I am without all of you!

- My family: thank you to my husband and children for their support of what I do and for handling things at home when I'm tied up with work events and traveling.

Thank you for a wonderful year and to all of you for your support of NREDA. Get involved, join a committee and hope to see you in 2025. Happy Holidays & New Year!

Brittany Dickey, 2024 NREDA President

Meet NREDA's New Executive Director Keira McGlone

Keira is a purpose-driven strategist with deep expertise in customer success and business growth. She joins Accent on Management with experience across health, education, and financial services verticals. She's driven to develop and improve lives through storytelling, technology, and partnership. Skilled at balancing data analysis with empathy, she brings curiosity, flexibility, and optimism while working to elevate individuals and communities through tactical initiatives.

In her personal life, she's a mom, wife, sister, daughter, and friend and enjoys time outdoors, at sporting events, keeping up with her two boys and husband. She loves walks on the beach, trying new experiences, and traveling across the U.S. and abroad.

She's excited for the new challenges that await!



2024 NREDA Annual Award Winners



We would like to extend our sincere congratulations to this year's award winners! Awards were presented at the NREDA 2024 Annual Conference in Omaha, Nebraska!

2024 President's Award

Devin Sonnenfelt, Senior Business Development Specialist with White River Valley Electric Cooperative, Inc., was presented with the National Rural Economic Developers Association (NREDA) 2024 President's Award by NREDA President Brittany Dickey, Vice President, Business Development with Corn Belt Power Cooperative. The NREDA President's Award recognizes outstanding commitment to the NREDA organization and rural economic development.

2024 Rural Economic Development Leadership Award

Nikki Pfannenstiel, Manager, Economic Development with the Sunflower Electric Power Corporation in Hays, Kansas, was presented with NREDA's 2024 Rural Economic Development Leadership Award for outstanding leadership in the field of rural economic development. This award recognizes outstanding leadership in the field of rural economic development. Nominees consist of economic development professionals, rural electric cooperative/rural telephone staff or board members who have demonstrated outstanding leadership in an economic development project resulting in the improvement of the quality of life, creation of new jobs, and opportunity for growth and development in rural America.

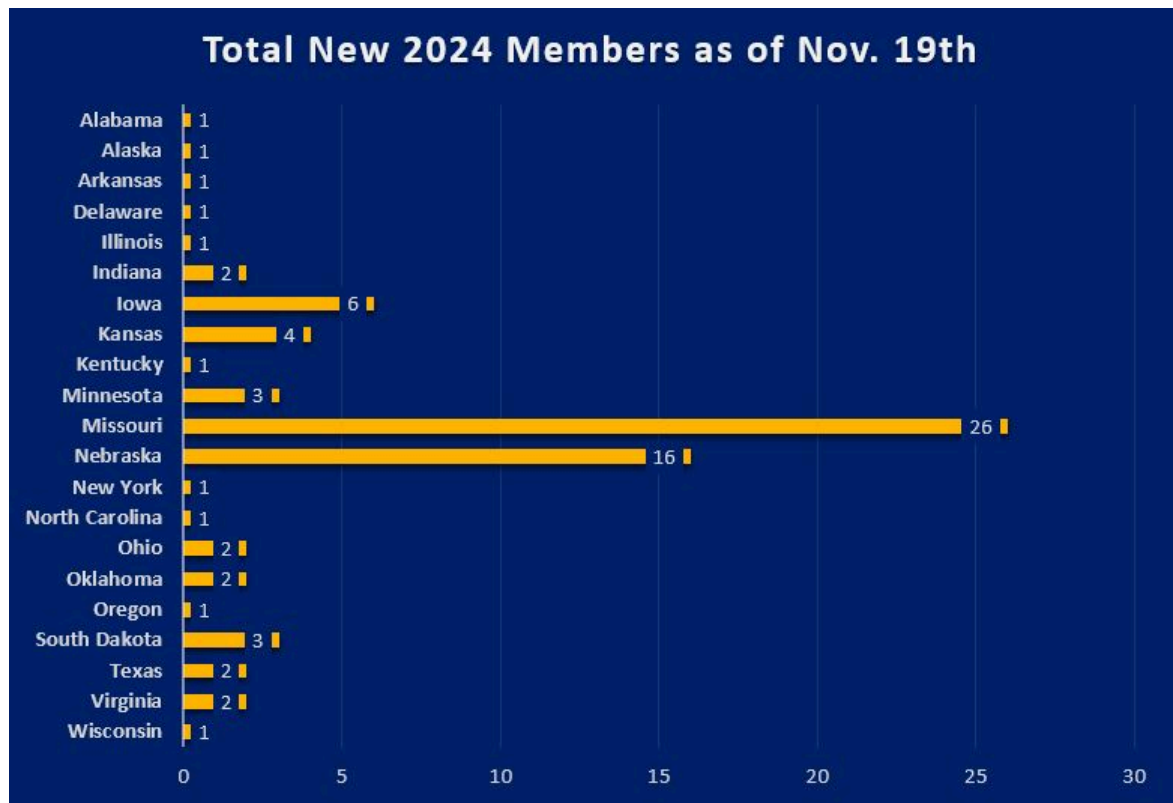
2024 Organization Excellence Award

Tri-County Electric Cooperative in Lancaster, Missouri was presented the 2024 NREDA Organization Excellence Award. This national award is designed to recognize a utility or economic development organization or an association or government entity that has implemented a successful rural economic development program for their area. The focus is on the success of communicating the program, improvements to the business climate and measurable results and outcomes. Stephanie Mills, Manager of Communications, Member Services, was in attendance to accept this award.

For more information and to view the news releases for all three of this year's award winners, [CLICK HERE](#).

2024 New Member Challenge

**Congratulations to Missouri for Winning NREDA's
2024 New Member Challenge!**



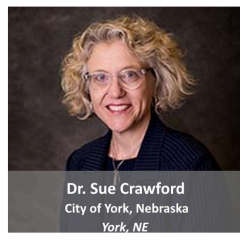
Missouri members – You earn the bragging rights as the state with the most new NREDA members in 2024!

Thank you to all of our awesome current members for promoting NREDA membership and benefits, and bringing on 78 NEW members this year! Be sure to look for information regarding next year’s new member challenge early in 2025!

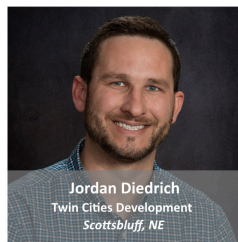
New Member Spotlight



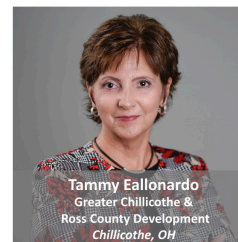
Lyndsey Bailey
Retail Strategies
Birmingham, AL



Dr. Sue Crawford
City of York, Nebraska
York, NE



Jordan Diedrich
Twin Cities Development
Scottsbluff, NE



Tammy Eallonardo
Greater Chillicothe &
Ross County Development
Chillicothe, OH



Chris Fields
Sioux Metro Growth Alliance
Sioux Falls, SD



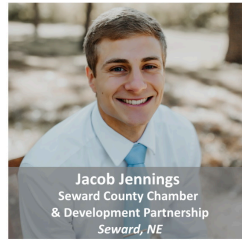
Not Pictured
Anthony Gurrola
Twin Cities Development Association, Inc.
Scottsbluff, NE



Clarence L. Hulse
Michigan City
Economic Development Corporation
Michigan City, IN



Lyndsy Jenness
Nebraska Public Power District
Norfolk, NE

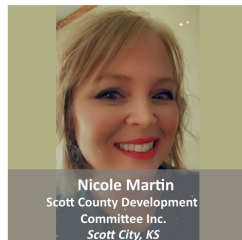


Jacob Jennings
Seward County Chamber
& Development Partnership
Seward, NE

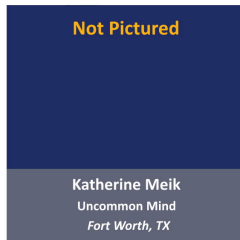
Welcome New **NREDA** National. Rural. Connected. **Members!**



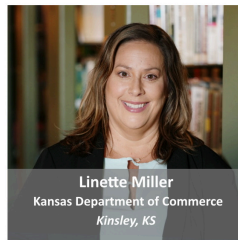
LeAnn Jochum
South Central Economic
Development District Inc
Haldrege, NE



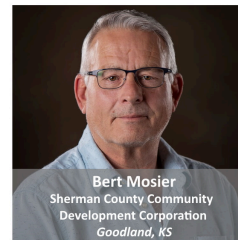
Nicole Martin
Scott County Development
Committee Inc.
Scott City, KS



Not Pictured
Katherine Meik
Uncommon Mind
Fort Worth, TX



Linette Miller
Kansas Department of Commerce
Kinsley, KS



Bert Mosier
Sherman County Community
Development Corporation
Goodland, KS



Dr. Melissa Trueblood
Nebraska Public Power District
Lincoln, NE



Jason Tuller
Nebraska Extension
Hebron, NE



Dr. Chris Wooldridge
Murray State University
Murray, KY

Upcoming Webinars

NREDA "Driving Rural Economic Growth through Strategic KPI Development" Webinar!

**Thursday, December 12, 2024
2:00-3:00 p.m. ET**

**Join us for this informational webinar
Free for current (2024) NREDA members! (\$25 for non-members).**

Join NREDA and the Smart Communities program of NTCA–The Rural Broadband Association for a conversation about the working with local community leaders to develop

key point indicators (KPI) to guide rural economic development strategies.

Moderator:

- **Josh Seidemann**, VP Policy and Industry Innovation, NTCA-The Rural Broadband Association

Presenter:

- **Mendi Anschutz**, Foundation Director of Advancement, Fort Hays Tech | North Central
- **Friday Otuya**, Community Engagement Specialist, Nex-Tech
- **Jill Kuehny**, CEO, KanOkla Networks

REGISTER BY DECEMBER 11TH

Call for Presentations

Call for Presentations for a Future Member Webinar!

We want to hear from you! NREDA encourages you to submit your proposed session topics/presentations to be considered for a future Member Webinar. **The deadline for presentations for the 2024 Annual Conference has passed.** Sessions should be educational and a benefit to NREDA members. In-person sessions that are interactive are always well-received, and webinar and in-person panels that offer various perspectives are desirable!

Please note:

- Proposals for webinars will be considered on an ongoing basis. Webinars will be hosted via NREDA's zoom software platform.
- Your submission will be shared with the Professional Development and/or Conference Committee, and you will be contacted if the topic is selected for further discussion.

Proposed Session Format for in-person conference sessions:

- Sessions may be between 45-90 minutes, depending on the specific format/content.
- Session timeline should allow for a brief Q&A period.
- Panels should not exceed 5 panelists.

Submit Your Topics

Job Postings

NREDA provides current members space to post a position on the NREDA website, plus inclusion in the NREDA News Brief, at **no charge**.

Executive Director

Warroad Community Development
Warroad, Minnesota

Economic Development Specialist

Associated Electric Cooperative
Springfield, Missouri

[Click Here](#) for more Information

2024 NREDA Executive Committee



President

Brittany Dickey
Vice President, Business Development
Corn Belt Power Cooperative
Brittany.Dickey@cbpower.coop



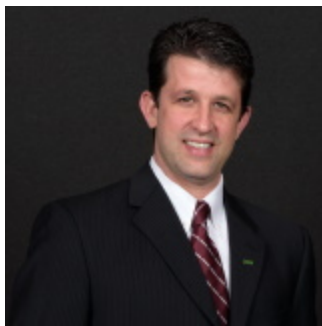
1st Vice President

Chairperson - 2024 Annual Conference
Lisa Hurley
Executive Director
York County Development Corporation
lhurley@yorkdevco.com



2nd Vice President

Chairperson - Membership
Karla Organist
Senior Program Manager
University of Northern Iowa - Institute for Decision Making
karla.organist@uni.edu



Secretary-Treasurer

Kris Williams
Director of Energy Services
Ozarks Electric Cooperative Corp.
kwilliams@ozarksecc.com



Past President

David Cleveland
Managing Director, Business Development &
Governmental Affairs
Jackson EMC
dcleveland@jacksonemc.com

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#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!

News Brief Guidelines

NREDA would love to share your unique stories, industry trends, best practices, white papers, and - of course - your successes in our bi-monthly e-newsletter!

Guidelines:

- You must be a current NREDA member to submit an article.
 - E-newsletter distribution dates are the end of the month – 2024 distribution months are January, March, May, July, September, and November.
 - Please email your article to Tracey Hogan at tracey@assnoffices.com by the 15th of each e-newsletter month. Please include the subject line **NREDA Newsletter**
- Article Submission**
- Please submit your article in an editable format (Microsoft Word or text in the body of an email preferred).
 - Feel free to include a photo with your article.
 - Please send information, educational, and/or newsworthy items.
 - Please no ads or sales/marketing articles.
 - NREDA reserves the right to exclude submitted articles as deemed necessary by the leadership.



Contact Info:

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