



NREDA News Brief | September 2023

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President's Message



Agriculture and rural traditions have a way of still being used in marketing today. At Jackson EMC, this is no different. Despite being a large electric cooperative that has more members served in suburban areas, our cooperative still enlists local FFA students to help cook BBQ chicken that is served at our annual meeting – just like we did back in 1930's.

Those of you that know me well know that my mind often goes to college football. Think about college football and bowl games. My midwestern friends dream of a chance to play in the Rose Bowl every year. The major, historic Bowl Games are all based around the agricultural products produced in those areas – Cotton (Dallas), Peach (Atlanta), Rose (Pasadena), Sugar (New Orleans), and Orange (Miami).

Georgia is known as the Peach State. If you have ever been to Atlanta, you've probably gotten lost on one of the seemingly dozen different roads with "Peachtree" in it. Peaches are synonymous with Georgia. But, while peaches are still a valuable agricultural commodity in our state, blueberries are actually the number one fruit produced in Georgia? Georgia's most important agricultural commodity today is poultry.

People value the traditions and the pride of our rural communities. What historical tradition is a niche your community markets itself? I'm looking forward to hearing about it at the annual conference in Myrtle Beach, SC.

This annual conference promises to be one of the best ones ever! Brittany Dickey and the conference committee have worked hard to put together an exciting

program. Topics include site selection trends, housing solutions, “real world” economic development success stories in rural areas, broadband, rural tech economies, and much more. To learn more and register for the conference visit www.nreda.org/annual-conference.

South Carolina produces more peaches than Georgia, by the way. But there is no denying that our Georgia Peaches, while fewer in quantity, are far superior in taste!

David Cleveland, 2023 NREDA President

2023 Annual Conference

2023 Annual Conference
“Navigating the Changing Tides”
November 8-10, 2023
Sheraton Myrtle Beach Convention Center
Myrtle Beach, SC



IMPORTANT DEADLINES

Golf pre-registration is required by **Oct. 1st.**

CliftonStrengths Discovery Day pre-registration is required by **Oct. 1st.**

[Click Here](#) to Reserve your hotel room at the Sheraton by **Oct. 4th!**

[Click Here](#) to register by **Oct. 13th** to receive the discounted Rate!

On behalf of the National Rural Economic Developers Association, we cordially invite you to join us at the 2023 NREDA Annual Conference. Our theme for this year’s conference is, **“Navigating the Changing Tides.”**

The annual conference committee has worked diligently to create an agenda offering opportunities for you to hear about and discuss successes and lessons learned on a variety of topics including workforce, housing, broadband, site selection, placemaking, entrepreneurship and more. We are also excited that we will once again be offering the

mobile classrooms for a chance to see some unique projects and businesses in person.

There will be extra networking opportunities this year with a golf outing on Tuesday afternoon. Myrtle Beach is a beautiful location with a variety of fun activities to enjoy if you plan to come early or stay late, look for the options on the new conference app that will be available.

[Click Here](#) for more Information and to Register Today!

We look forward to seeing you in Myrtle Beach in November!

Brittany Dickey, VP Business Development,
Corn Belt Power Cooperative
2023 NREDA Annual Conference Chair

2023 Professional Development Scholarship Recipients

The National Rural Economic Developers Association (NREDA) is thrilled to announce the recipients of the 2023 Professional Development Scholarship Program! The 2023 Scholarship recipients are:



***Nathan Hester,
Director of Development Services,
Bessemer City, North Carolina***



***Rachel Kreikemeier,
Executive Director,
Gage Area Growth Enterprise (NGage),
Beatrice, Nebraska***

The NREDA annual scholarship program recognizes the importance of training and education, as well as networking, in the field of Economic Development. The program is open to NREDA members and non-members, with a focus on those new to the economic development profession.

Nathan and Rachel are awarded an NREDA membership and a complimentary registration to the NREDA Annual Conference to be held November 8-10, 2023 in Myrtle Beach, SC!

NREDA received a record number of impressive applicants this year, and we are excited to continue this program in 2024! Look for 2024 Professional Development Scholarship Program information next summer!

2023 Member Salary & Benefit Survey

The NREDA membership committee is always looking at what is next in providing more benefits to NREDA members. Now, we are asking for around 10 minutes of your time to answer a Salary and Benefits Survey! We believe the survey results will provide you with valuable information as you advocate for your career and your organization's funding. *The survey results will be FREE only to NREDA members!*

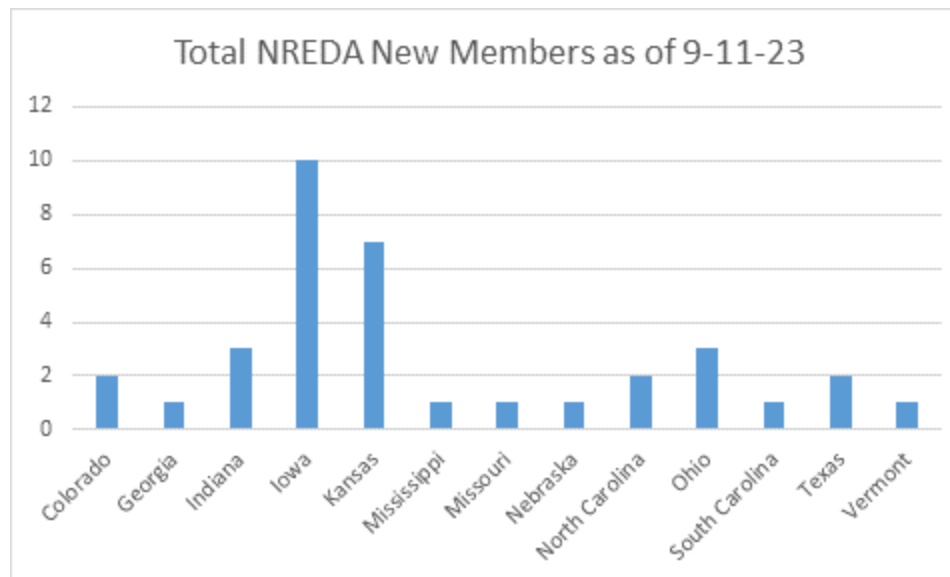
[CLICK HERE FOR THE SURVEY](#)

Please respond to this survey by October 22, 2023. You will receive a preview of the survey at the annual conference in Myrtle Beach, and then be able to access the full survey on the website when logged on as a member. If you are not a member, you can join here. <https://nreda.memberclicks.net/membership-join>

Thank you so much for your time, and hope to see your smiling faces in November! *P.S. If you have registered, please do so now!* <https://www.nreda.org/annual-conference>

Lisa Hurley
NREDA Membership Chairperson

2023 New Member Challenge



Do you like a challenge? Do you like earning some bragging rights? Do you know of someone who would benefit from the connecting and networking, personal and professional development (webinars, and annual conference) of NREDA? Well, we have a challenge for you! At the 2023 Annual Conference, the **state** with the most **new** members will be recognized! How will that look? Well, you'll have to come to Myrtle Beach to find out. You and your state peers could earn some bragging rights! A monthly update with numbers by state on this challenge can be found [Here!](#)

First, do you know who in your state is a member of NREDA? You can look up current members [here](#) (note that you must be logged in as a member first), and while you're at it, please take a few minutes to update your online profile. There are a lot of profiles with no photos, which is a little boring to look at. Let's show everyone who we are! I have heard several times that NREDA is the best-kept secret. It shouldn't be. Let's share our NREDA experience with our friends and peers across our states and regions!

Once you know who is a member, take a few minutes and think about who you know in your state/region, who should be at the table on rural issues. Then reach out to them with a personal invitation to join NREDA. If you can, speak at regional or state events (or even national), about "Why NREDA". Share your story about connections you've made both as friends and as professionals, that you would not have met if not for NREDA. Share something you brought back from the conference or something you learned at a webinar. Talk about the laughs you have shared or the ah-ha moments.

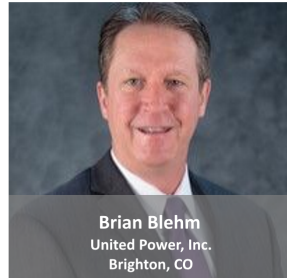
Click [Here](#) to look at the member benefits. At the bottom of the page is a one-page flier you can print off or attach to an email or social post. Share this [link](#) with them and encourage them to join today by clicking the link at the bottom of this webpage! Feel free to also share any of the videos posted on the NREDA [LinkedIn](#) page. There will be several more released this year on the social media platforms, as well.

I am personally aiming for Nebraska to come out on top of this challenge, and new members will count toward your state's challenge total through October 31st!

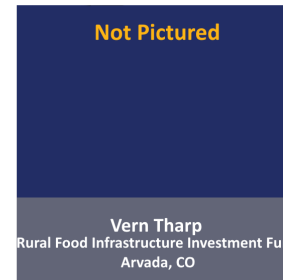
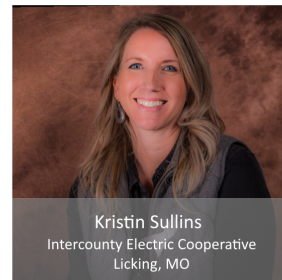
Lisa Hurley
NREDA Membership Chairperson

[Click Here](#) for more Information

New Member Spotlight



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



Upcoming Webinars

"How Amazon Hub and Rural America are Collaborating"

Tuesday, October 24th - 2:00 p.m. ET

Amazon Hub Delivery is a delivery program where Amazon partners with small businesses who deliver packages on behalf of Amazon in their local community. Partners receive packages each morning and have the flexibility to deliver them whenever it works best for them, based on their business' operating schedule and leveraging their existing staff. While the number of packages each partner delivers varies (on average 20 to 50 packages per day), partners typically complete their deliveries in a couple of hours. Partners are paid for every package they deliver. We are actively recruiting local businesses who are ready to develop a new source of revenue and make an impact in their communities.

[Click Here to Register](#)

(This Webinar is Free for NREDA current members, \$25 for non-members)

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**.

Business Support Program Director

Kansas Small Business Development Center (KSBDC) and The Northwest Kansas Economic Innovation Center, Inc. (Innovation Center)

[Click Here](#) for more Information

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:

- E-newsletter distribution dates are the end of the month – 2023 remaining months are 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 a 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.
- Articles submitted by current NREDA members receive priority.



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