



MEMORANDUM

TO: Southern Regional Council Executive Directors
FROM: Jim Youngquist, SERDI Staff Coordinator
DATE: January 27, 2018
RE: 2018 ANNUAL PROFESSIONAL DEVELOPMENT CONFERENCE REGISTRATION PACKET

The 2018 SouthEast Regional Directors Institute (SERDI) Annual Professional Development Conference will be held May 19-21, 2018 at The Marriott Meadowview Conference Resort and Convention Center in Kingsport, Tennessee.

I am enclosing the registration form for the conference, which includes early bird registration information as well as spouse/significant other pricing for receptions and dinners.

Also enclosed is lodging information and the agenda for the conference.

Please let me know if you have any questions. You can get in touch with me via cell/text at 501-766-5659 or at jim.youngquist@icloud.com.

Hope to see you in Kingsport!

A handwritten signature in black ink, appearing to read "Jim Youngquist".

Jim Youngquist
SERDI Staff Coordinator

SOUTHEAST REGIONAL DIRECTORS INSTITUTE

A professional development association for regional council executive directors and where appropriate, their councils and state associations in the states of Alabama, Arkansas, Florida, Georgia, Kentucky, Maryland, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, and West Virginia

501-766-5659 www.serdi.org 334-749-5264



**2018 SERDI ANNUAL PROFESSIONAL DEVELOPMENT CONFERENCE
REGISTRATION**

Name _____
Council _____
Spouse/Significant Other Name if applicable _____

EARLY BIRD REGISTRATION FOR 2018 SERDI MEMBERS	\$445
EARLY BIRD REGISTRATION FOR NON-SERDI MEMBERS	\$750
AFTER APRIL 20 TH , REGISTRATION FOR 2018 SERDI MEMBERS	\$545
AFTER APRIL 20 TH , REGISTRATION FOR NON-SERDI MEMBERS	\$850
Open Reception and Dinner Event for spouse/significant other	\$40
Closing Reception and Dinner Event for spouse/significant other	\$50

**Please remit a check for the appropriate amount
to
SouthEast Regional Directors Institute**

Send form and Check to

**Rodney Larsen, SERDI Treasurer
Association of Arkansas Development Organizations
P.O. Box 300
Lonoke, AR 72086**

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LODGING INFORMATION



The Marriott Meadowview Conference Resort & Convention Center
1901 Meadowview Parkway
Kingsport, TN 37660
Phone: 423-578-6600

Hotel room rate: \$ 119 +

You can make your reservation in 2 ways:

Online:

[http://www.marriott.com/meeting-event-hotels/group-corporate-travel/groupCorp.mi?resLinkData=Southeast%20Regional%20Directors%20Institute%20\(SERDI\)%5Etricc%60srdsrda%60119.00%60USD%60false%604%605/17/18%605/22/18%604/26/18&app=resvlink&stop_mobi=yes](http://www.marriott.com/meeting-event-hotels/group-corporate-travel/groupCorp.mi?resLinkData=Southeast%20Regional%20Directors%20Institute%20(SERDI)%5Etricc%60srdsrda%60119.00%60USD%60false%604%605/17/18%605/22/18%604/26/18&app=resvlink&stop_mobi=yes)

or by phone:

800-228-9290 or 423-578-6600

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**SOUTHEAST REGIONAL DIRECTORS INSTITUTE
2018 ANNUAL PROFESSIONAL DEVELOPMENT CONFERENCE
KINGSPORT, TENNESSEE
MAY 19-21, 2018**

Saturday May 19, 2018

2:30 PM SERDI Council of Peers Spring Meeting

4:00 PM Opening Session

- a. Welcome and Overview
- b. The SERDI Futures Summit Summary

6:00 PM Opening Reception and Dinner

Sunday May 20, 2018

7:45 AM Breakfast

8:15 AM Today's Workplace and Staffs' Responsibilities: ***Panel Session***

- a. Office Layout...office function in terms and physical space...individual offices vs collaborative space for internal teams...prospective hires coming to outdated office layout
- b. Hours of operation...traditional...flex hours...telecommuting
- c. Technology equipment and cost perspectives
- d. Your staff's communications with member governments and other partners
- e. Staff Accountability

9:45 AM Break

9:55 AM Building Great Rapport and Understanding with your Board and Member Governments (Relevancy): ***ROUNDTABLE DISCUSSIONS***

- a. Annual orientation for Board
- b. Local government orientation, updates, identification of opportunities and issues
- c. Ongoing communication and communications in-between Board meetings

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- d. Regularly scheduled check-ins with your local governments
- e. Public participation...innovative and successful ways to get your officials and citizens involved

11:20 AM Annual Membership Meeting

- a. State Updates
- b. Financial Report
- c. Futures Summit Action Items?
- d. Other Items

12:30 PM Adjournment for the Day

Monday May 21, 2018

8:00 AM Breakfast

8:30 AM Keynote Speaker

Speaker

9:00 AM Break

9:10 AM Legal Issues **UT MTAS/CTAS *LECTURE***

- a. Open Records Law...Liability...appropriate design
- b. Sec 8 Title 6...Equity Standards
- c. Others

10:10 AM Human Interest...Elderly, Homeless, Re-gentrification,
& Housing ***PANEL SESSION***

- a. Continuum Care
- b. VA Care
- c. Housing Senior Population near homeless
- d. Homeless and Downtown Redevelopment

11:30 AM Lunch

Lunch Speaker Wayne Strickland, Moderator

Dr. Thomas Skuzinski, Assistant Professor of Urban Affairs and Planning at the School of Public and International Affairs at Virginia Tech University: "The Risk of Regional Governance"

12:30 PM Break

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12:40 PM Financial Issues **PANEL DISCUSSION**

- a. Indirect Costs
- b. Audits
- c. Paying attention and signing
- d. Transparent Communication with Board and Member governments
- e. New Revenue Streams

2:00 PM Concurrent Sessions **BREAKOUTS**

The Breakout Sessions will give participants to pick an area of interest to engage with fellow conferees with common interests/programs. Each session will have a moderator. Each session will have best practice examples provided by the SERDI membership

- a. Planning/Community Economic Development
- b. Housing

2:40 PM Concurrent Sessions

- a. Aging
- b. Transportation
- c. Work Force

3:10 PM Concurrent Sessions

- a. Local Government Technical Assistance
- b. Marketing/Social Media
- c. Broadband

4:00 PM Wrap Up

- a. Highlights of Concurrent Sessions
- b. Final Thoughts on Conference by President Suzanne Burnette and Vice President Anthony Starr

5:30 PM Board Buses

6:00 PM An Evening on the Farm

8:00 PM Board Buses to return to the Meadowview

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