



THE INAUGURAL SERDI REGIONAL COUNCIL LEADERSHIP DEVELOPMENT CONFERENCE

"WHOSE GOIN' TO FILL YOUR SHOES?"

February 15-17, 2023
Renaissance Concourse Atlanta Airport Hotel
Atlanta, Georgia

The SouthEast Regional Directors Institute (SERDI) Council of Peers presents the Inaugural SERDI Regional Council Leadership Development Conference to be held February 15-17, 2023, at the Renaissance Concourse Atlanta Airport Hotel in Atlanta, Georgia.

The purpose of the conference is to bring together:

- (a) Up and coming regional council staff members that demonstrate strong leadership acumen;
- (b) Staff members that show potential beyond the position that they currently hold at the regional council;
- (c) Staff members that would be carefully considered in advancing through a succession planning effort for their regional council; and/or
- (d) A staff member that could project out to be a possible associate or executive director at their or another council in their state or the SERDI region in the future.

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 804-323-2033



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REGISTRATION

NAME_____

TITLE_____

COUNCIL_____

STATE_____

Early Bird (for first 50 Registrations) \$300 per participant

Registration after 50 Registrations \$400 per participant

Send check payable to
SouthEast Regional Directors Institute

Send check to
SERDI
c/o Ms. Amy Chitwood
Catawba Regional Council of Governments
P.O. Box 450
Rock Hill, SC 29731

Or Online at
<https://www.serdi.org/annual-conference/>



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HOTEL RESERVATION INFORMATION

THE INAUGURAL SERDI REGIONAL COUNCIL LEADERSHIP DEVELOPMENT CONFERENCE

Start Date: Monday, February 13, 2023

End Date: Monday, February 20, 2023

Last Day to Book: Wednesday, January 25, 2023

Hotel(s) offering your special group rate:

- **Renaissance Concourse Atlanta Airport Hotel for \$179 USD per night**

<https://www.marriott.com/event-reservations/reservation-link.mi?id=1666220275004&key=GRP&app=resvlink>

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Conference..." Whose Goin' to Fill Your Shoes"
February 15-17, 2023
Renaissance Concourse Atlanta Airport Hotel
Atlanta, Ga.**

Wednesday February 15th

2:30 PM Welcome and Introductions

Martha Heeter, SERDI President

Session 1

Regional Councils 101:

**Randy Kelley, Three Rivers PDD, Pontotoc,
Miss.**

**Joe McKinney, National Association of
Development Organizations, Washington,
D.C.**

A broad overview of the formations of regional councils from enabling legislation to executive orders, to relationships at all levels of government to a broader network today and the associations that represent regional councils at the national, regional, and state levels and their importance.

Session 2

Types of Leadership:

**Sasha Grist, Western Arkansas PDD, Fort
Smith, Ark.**

**Chris Rietow, Apalachee RPC, Tallahassee,
Fla.**

Assessing various types of leadership styles that often are most beneficial to regional councils

6:00 PM Reception and Dinner

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Thursday February 16th

8:00 AM Breakfast

Session III

Challenges/Networking as Emerging Leaders: **Michelle Jordan, Top of Alabama COG, Huntsville, Ala.**
Heather Feldman, Georgia Mountains RC, Gainesville, Ga.

The session will consider the challenges that a rising leader in a regional council face moving as a peer to an organizational leader, professional and personal growth, and working with challenges and challenging personalities.

Session IV

The Importance of Non-Partisanship: **Melinda Goode, Northwest Tennessee DD, Martin, Tenn.**
John Byers, Three Rivers PDD, Pontotoc, Miss.
Jason Vincent, Pennyrite ADD, Hopkinsville, Ky.

Being non-political in a political world (social media/partisanship) and how it can cause real issues for you, the council, and your statewide network of councils.

Noon Lunch

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Thursday February 16th continued

Session V

Managing Through Organizational Transitions and Search Processes:

**Eric Sexton, Barren River ADD, Bowling Green, Ky.
Danna Stansbury, Foothills RC, Rutherfordton, N.C.**

One of the most challenging times in a regional council is during organizational transitions and search processes that lead to the hiring of new leadership. The session will discuss the various challenges one can face the positives and negatives of search processes and how to make the best of them.

Session VI

Personnel:

**Martha Heeter, PlanRVA, Richmond, Va.
Anthony Starr, Western Piedmont COG, Hickory, N.C.**

Challenges and opportunities...benefits, pensions, personnel policies, compensation – monetary and non-monetary, incentives, 401Ks, leave, remote work, accountabilities, performance reviews and more.

6:00 PM Reception and Dinner

Friday February 17th

8:00 AM Breakfast

Session VII

Financial Management:

**Randy Imler, Catawba Regional COG, Rock Hill, S.C.
Mark Farley, Upper Cumberland DD, Cookeville, Tenn.**

The session will focus on fund accounting, restricted and non-restricted net position and fund balance, revenue streams and opportunities...expenses management and financial controls.

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Friday February 17th Continued

Session VIII

Summarizing/Thoughts/Comments

Martha Heeter, President

What did you learn? What surprised you? Did the conference make you more interested in making regional council leadership a possible career for you? Has this conference reinforced that you don't want to make regional council work a career? What surprised you...good or bad?

Dismiss before Noon

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