



**SouthEast Regional Directors Institute Regional Council Leadership Conference
February 15-17, 2023
Renaissance Concourse Atlanta Airport Hotel
Atlanta, Ga.**

Wednesday February 15th

2:30 PM Welcome and Introductions Martha Shickle, SERDI President

Session I

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 II

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

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



Thursday February 16th

8:00 AM Breakfast

Session III

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.

Session IV

Importance of Non-Partisanship:

**Melinda Goode, Northwest Tennessee DD, Martin, Tenn.
John Byers, Three Rivers PDD, Pontotoc, Miss.
Jason Vincent, Pennyriple 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

Session V

**Managing 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 Shickle, 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.

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Friday February 17th

8:00 AM Breakfast

Session VII

**Challenges/Networking as
Emerging Leaders:**

**Michelle Jordan, Top of Alabama COG, Huntsville, AL
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 VIII

Closing

Martha Shickle, 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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