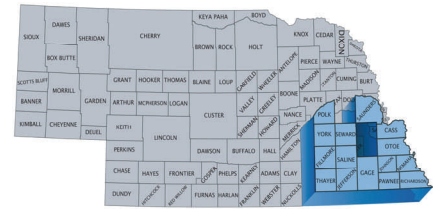


# SEND D

Southeast Nebraska Development District



## 2012 Director's Notes

December 1, 2012 marked the beginning of my fourth year as Executive Director of the Southeast Nebraska Development District. I thought it only appropriate to thank all of you for the successes during each of these last three years.

I would especially like to thank former Executive Director George H. Frye and our current Fiscal Manager Sharon Taylor. George was our first director, when we were still known as Vision-17 APA. George loved being the director and kept the operations humming along through good times and difficult economies. He and Sharon worked so well together they hardly needed the rest of staff!

I started working at SENDD in 1980 and have been in various positions of responsibility, but have mostly managed the many programs that have been developed and implemented over the years. As I reflect on the past three years, "I know what I know" and "I have an idea of what I don't know." The secret is to know what you can do and get help with everything else. The hardest part of this position is delegating the development projects and programs to other SENDD staff. The best part is watching them succeed in assisting our communities and counties.

### What I Know:

- SENDD expanded to the present 15-county district and became a "certified" Economic Development District in September 2009. In order to become certified we needed to reorganize our board. By June 2010 we had reorganized and included 15 County Commissioner representatives and 12 other members, representing private business sectors and other stakeholders in the region.
- Leadership in counties and communities of our District is at a high level and includes inspirational and innovative men and women that are concerned about the success of their hometowns. With that leadership, SENDD staff has been able to assist these communities, whether they are large or small, with planning, public works, and housing projects.
- Health insurance costs are a burden to us all.
- Managing people is harder than managing projects.
- Success is always based on partnerships and persistence.

As we close out another year, we can only hope that the world does not come to end (per the Mayan calendar predictions) and that the federal government figures out the "fiscal cliff" issues. We can only hope that when people are put in charge that they take charge, and that they are successful in their negotiations concerning America's budgets. We also hope for continued support of local community efforts, for in the end, it is always that local leadership that counts for things getting done.

We always appreciate your input and are available to talk any time. Please feel free to give us a call. Thanks again for your support.

David R. Taladay  
Executive Director

P.S. Brian Bashore has been deployed overseas for military service and we will await his return to SENDD in September 2013. We thank him for his service and wish him safe travels.



## DECEMBER 2012 NEWSLETTER

*Happy Holidays!*



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## 7 Secrets for Coping With Change

**#1 Positive Attitude**—The attitude of people in leadership may be the most important quality of those communities that view change as a challenge to their abilities to innovate & survive.

**#2 Entrepreneurial Spirit**—The community must be willing to take risks, and the public and private sectors have to work together, learning from failure & success alike.

**#3 Bias For Action**—In viable communities, people are not waiting for someone else to tell them what to do.

**#4 Focus on Controllables**—Communities must focus on what they can control, not on factors outside their control.

**#5 Plan for Development**—By working together to write a plan for development, communities or neighborhoods can take hold of their futures and then carry out their plans with specific blueprints for local institutions and associations.

**#6 Strategic Outlook**—Neighborhood and community leaders must be insightful enough to find opportunities where others find threats...to put their competitive advantages forward.

**#7 Vision for the Future**—Neighborhoods must be able to answer the community development equivalent of the key question in private enterprise, "What business are we in?"

*(From the "Pathways to Community Vitality" conference, sponsored by the Heartland Center for Leadership Development)*

## Diller, NE—In Top 5 Towns Under 500

Nebraska Life Magazine selected Diller as one of Nebraska's Top Five Towns Under 500 people. They were looking for small towns that are big in community pride, and they discovered Diller had what they were looking for. Many of the people living here today have a vision of an increasingly successful future for Diller. Writer Alan J. Bartles learned of the community's recent project which made the Diller Opera House a destination for visitors and residents after being closed for many years. The writer also saw new improvements to Main Street, including the mini-park and the community's new fire station. He also learned of the huge impact of the Diller Community Foundation, which was formed as the result of a generous donation to the entire community. Through many community improvement projects and a variety of businesses providing goods and services, Diller leaders hope to retain and attract youth to the community, according to the Nebraska Life story. (excerpts from the Fairbury Journal News)

## NE Dept. of Economic Development—Application Deadlines

<b>Housing</b>		•Water/Wastewater	Open Cycle Begins 5/1/13
•Annual Cycle-Pre Application	3/8/2013		
Application Due	4/30/2013	•Planning First Cycle	4/12/2013
•CDBG OOR Cycle - Pre Application	5/31/2013	Second Cycle	11/1/2013
Application Due	7/19/2013	Third Cycle	Begins after 2nd Cycle
<b>Community Development</b>		•Downtown Revitalization	
•Comprehensive Investment & Stab. <small>(cities of 5,000-20,000 population)</small>		First Cycle Pre-Application	3/29/2013
Strategy Application	6/3/2012	Planning Phase Implemented	6/13 to 3/14
Phase II - Year 1	5/1/2014	Phase II Application (Project)	3/28/2014
Phase II - Year 2	8/3/2015	Second Cycle (if needed)	TBD
Phase II - Year 3	8/1/2016		
		<b>Economic Development</b>	
•Public Works		•Economic Development	Open Cycle
First Cycle	7/1/2013	•Tourism Development	Begins 5/13
Second Cycle	TBD		

# Contact Information Update Request

The Southeast Nebraska Development District would appreciate your help in updating our mailing list so that all elected officials in our 15-county service area can receive our monthly newsletter. With new board and council members elected this year, we need to update our entire list. Please take a few minutes to provide this contact information. **You can email this form to [staylor@sendd.org](mailto:staylor@sendd.org) or mail it to our Lincoln office at SENDD, 2631 "O" Street, Lincoln, NE**

**Municipality:** \_\_\_\_\_

**Chair/Mayor Name:** \_\_\_\_\_

Email Address: \_\_\_\_\_

Postal Address: \_\_\_\_\_

**Clerk Name:** \_\_\_\_\_

Email Address: \_\_\_\_\_

Postal Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

**Board/Council Members (please list all members):**

**(Name)**

**(Postal Address)**

**(Email Address)**

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

4) \_\_\_\_\_

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6) \_\_\_\_\_

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