

PRESS RELEASE

For immediate publication

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NADO Immediate Past President Kevin Byrd Writes Chapter for Federal Reserve Book on Rural Prosperity

Richmond, VA - The [Federal Reserve Bank of St. Louis](#) has published the new book *[Investing in Rural Prosperity](#)* in collaboration with the Federal Reserve Board. The book seeks to help rural communities achieve shared economic prosperity by outlining a new framework for how to approach rural development successfully, showcasing stories of progress in different communities, and highlighting recommendations for action by policymakers, practitioners, funders, and researchers.

The book – available free of charge electronically or in hard copy – includes contributions from 79 authors in the United States and abroad, representing financial institutions, nonprofits, philanthropies, academia, and government agencies. The chapters touch on a wide range of topics, including entrepreneurship support, workforce development, energy efficient manufactured housing, and digital inclusion.

[NADO Immediate Past President Kevin Byrd, Executive Director of the New River Valley Regional Commission \(VA\)](#), wrote the chapter [“Breaking Down Friday Night Rivalries: Strengthening Regional Governance Structures to Facilitate Collaboration”](#) which powerfully highlights the ways that regional development organizations support economic development and improved quality of life in rural areas and small towns.

Byrd explains, “Across America most people have a home team, one they take great pride in and often have a personal connection with, largely because that home team is their community. People inherently harbor a deep connection to familiar people and places, those they understand. It is the community in which they are surrounded that shapes their views on issues and approaches to life. Community is also how families survive and can thrive in rural areas. However, as economies evolve, many rural communities are confronted with challenges that can make thriving more difficult, and sometimes the greatest prospect is simply surviving.” Learn more about the book and download it here:



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