

*Citizen leaders, organizations and communities  
come together at the*

# Brushy Fork Annual Institute

*to explore issues and solve problems*

September 16-18, 2009  
with early bird activities on September 15

Berea College, Berea, Kentucky

**Get hands-on training and  
personal attention in unique  
workshop tracks.**

**Hear new ideas and explore  
regional issues.**

**Connect with other people  
and organizations that are  
working to improve life in  
Appalachian communities.**

## 2009 Annual Institute Preliminary Agenda

### Tuesday, September 15 *(optional)*

- 1:00 pm Registration for early arrivals
- 2:00 pm Early Bird Sessions *(3 hours)*
- 5:30 pm Casual cookout dinner

### Wednesday, September 16

- 7:30 am Breakfast
- 8:00 am Registration
- 9:00 am Opening Plenary
- 10:30 am Track Sessions  
*(Lunch in track)*
- 5:00 pm Tracks adjourn
- 5:30 pm Dinner
- 7:00 pm Caucuses

### Thursday, September 17

- 7:30 am Breakfast
- 8:30 am Track Sessions
- 11:00 am Keynote Presentation
- 12:30 pm Lunch
- 2:00 pm Track Sessions
- 5:30 pm Tracks adjourn
- 6:00 pm Dinner at BC Food Services

### Friday, September 18

- 7:30 am Breakfast
- 8:30 am Hammin' and Jammin'
- 9:30 am Track Sessions
- 12:30 pm Lunch and Closing Plenary
- 2:00 pm Adjourn



**Celebrating  
five years of the  
Annual Institute!**



# 2009 Annual Institute Workshop Tracks

Participants follow one track during the Annual Institute. On the registration form, please indicate your first and second preference. Enrollment in each track is limited, so register early to ensure the best chance of receiving your first choice.

## Are you interested in nonprofit development and management?

Choose one of the four tracks below.

**NEW!**

### Surviving Hard Times: Vicki Creed

This track is intended to meet the needs of organizations in financial crisis as a result of larger economic conditions and the impact of those conditions on their community and their work. The track will help participants engage some key practices such as monitoring their current financial status in real time; evaluating their programs; exploring alternative ways to carry out their work; and making a plan for moving forward. The emphasis will be on how to keep the work of the organization viable during hard times. Participants will leave with a plan and tools for continued assessment and implementation.

*Limit 12 organizations (up to 24 participants).*

### Nonprofit Management: Ginny Eager

This track will help participants learn about building a strong “back office” for nonprofit organizations—the records, policies and processes that help keep nonprofits healthy for the mission work. The track will be beneficial for staff involved in the overall management of a nonprofit organization, especially those who may be new to their role as a manager. Topics will include record keeping, what to keep and how to organize it; systems for personnel management; and records and training for boards of directors.

*Limit 20 participants.*

---

## Are you interested in community and economic development?

Choose one of the two tracks below.

### Vaughn Grisham’s Three Rs Plus for Community Development Teams

This track is designed for teams of three to four people from one community. The sessions draw on Dr. Grisham’s thirty years of research in successful communities to learn the process and key elements in their triumphs. Participants will discuss the principles of community and economic development with the goal of applying these principles to their communities and developing strategies to improve their own places. In order to join this track you must be one of 3 to 4 representatives from your community. Call Brushy Fork for more information about bringing a team to the Institute.

*Limit 8 community teams (approximately 30 people).*

### Legal Issues for Nonprofit Organizations: Conley Salyer

Attorney Conley Salyer builds on his years of experience working in the nonprofit sector to present highly interactive sessions addressing four areas of concern for nonprofit organizations: profit-oriented activities; fundraising; accounting and reporting requirements; and aggressive but legal lobbying. Using a combination of informative short presentations followed by group discussions, this track will put you on the right track regarding legal issues.

*Limit 20 participants.*

### Financial Management for Nonprofits:

#### Ed McCormack

This track provides hands-on casework for people charged with developing a nonprofit accounting system. Ed McCormack, Professor of Economics and Business, will lead you through the creation of a QuickBooks© system of accounting, process a month of transactions, prepare financial reports and work with budgets. You will leave the track with a written guide to accounting for non-profits using QuickBooks©. *Limit 10 participants.*



### Becky Anderson Presents New Tools for Economic Development

Becky Anderson, former director of HandMade in America, will focus on the use of cultural tourism and small town revitalization strategies as economic approaches for rural communities. She will provide tools and interactive experiences for doing asset inventories, developing criteria and undertaking trail development. For small town revitalization, she will explore organization and assessment, planning and implementation, and the role of partners and mentors.

*Limit 20 participants.*

## Are you interested in leadership or facilitation?

Choose one of the three tracks below.

### Leadership Development: David Cooke

Serving as a community leader has its rewards but it can also be an exhausting endeavor. How can grassroots and organization leaders hone those skills which enable effective leadership? In this track, David Cooke and the staff of Brushy Fork offer a variety of sessions to build skills and inspire new perspectives about providing leadership to communities and organizations. From running effective meetings to understanding how different personality styles interact in leadership situations, participants will explore aspects of improving their leadership skills. Each participant creates a personal leadership development plan that he or she takes home to encourage practicing some of the new skills learned in this track. *Limit 20 participants.*

### Advanced Communication Skills: Steve Kay

Become a better facilitator, leader, mentor or coach by using Authentic Partnership as taught by organizational consultant Steve Kay. This session will provide you with the tools to improve the outcomes of group and individual communication efforts. Leave the track with skills and techniques that will serve you as you work with groups and individuals on issues that require bringing together disparate views and interests. *Limit 10 participants.*

### Executive Strategy and Problem-Solving: David Sawyer

The curriculum for this track, led by national strategy consultant David Sawyer, is unique: serious work on actual challenges and opportunities that you—as a senior leader—are facing. Designed for executives seeking excellence in any field, mayors, nonprofit directors, entrepreneurs, and senior leaders in government have attended in past years.

- Join an intimate group of leaders in a lively process of peer learning, analysis, and problem solving.
- Strengthen your ability to think strategically and sensitively about complex internal and external issues.
- Leave with allies, tools and plans for the future.

Confidentiality and candor are a must in this track.

*Limit 10 participants.*

---

## Are you interested in fundraising or grantwriting?

Choose one of the two tracks below.

### Fundraising Beyond Grants: Lee Ellen Martin

Why is it so hard to get around to asking people for money? How can your great project produce more funding? Join this session to make plans to stabilize your organization's contributed revenue streams. Through discussion and practical activities, participants will work on case statements, prospect identification, solicitation techniques, relationship building, and donor communications. Group discussions will also help participants find strategies for funding for difficult projects and hard to solicit prospects.

*Limit 20 participants.*

### Grantwriting: Christy Bailey

Take the mystery out of researching grants and crafting successful proposals. Christy Bailey, executive director of the Coal Heritage Highway Authority, will lead you through the research process and initial contact with a funder. You will learn to write a winning proposal from describing the work it will address in your community to creating budget information. Each participant will receive a comprehensive proposal writing manual created by the presenter. *Limit 30 participants.*

## Selecting a Track

Select a first and second choice track from the listing and indicate your choices on the registration form. Remember tracks have a limited capacity, so register quickly!

### TRACK FAQs

#### 1. What is a track?

A track consists of twelve hours of intensive training on a topic.

#### 2. Can I participate in more than one track?

No. Sessions in each track are closely integrated and you will miss valuable sessions if you move among tracks.

#### 3. Why must I indicate a first and second track choice?

Track numbers are limited and some tracks may be full when you register. We will notify you if your first choice is not available.

## Register Today!

Get the track you want; don't delay! Complete your registration form and return it to Brushy Fork Institute with payment. You may download track information and additional registration materials at: [www.brushyfork.org/annualinstitute](http://www.brushyfork.org/annualinstitute).

See more workshop tracks on the next page.



## Are you interested in communications and marketing?

Choose one of the three tracks below.

### Tools for Promoting Your Program or Issue:

#### Anne Durham

Well-planned communications strategies are essential to promoting the good work of your organization or movement. They provide the spark that catalyzes your effort and keeps momentum high. This track explores recent and developing research about new communications tools that meet the unique needs of non-profits and social causes. Learn about the psychology of design, how to understand a target audience, incorporating Web 2.0 tools into your strategies and integrating vision into marketing efforts. Tips for staying on message during difficult financial times will also be discussed. Participants leave the session with a strategic communications plan, useful materials and tools. *Limit 30 participants.*

#### Web Site Development: Jan Pearce

This track provides skills for building and maintaining a basic web site for your organization. Jan Pearce of Berea's Mathematics and Computer Science Department will guide you through developing a web site plan and building it on your laptop or on one provided. Participants will use software that they can install and take back home. No experience in web design is needed. Be sure to bring brochures, text, logos and other images with which to create your site. *Limit 10 participants.*

### Digital Storytelling with Carpetbag Theatre

The Carpetbag Theatre (CBT) uses the digital storytelling process to reveal hidden stories and to build community. This creative approach to storytelling gives power to the personal voice and employs facilitative teaching methods. Digital storytelling brings together cultural and technological tools to create a powerful medium for presenting a story, using text, images, and sound. Participants should come to the Digital Storytelling track with an outline for a 3-5 minute story and photographs and other images for their personal digital story. The track leaders will provide the computer equipment and software needed. *Limit 10 participants.*

---

## What Participants Say About the Brushy Fork Annual Institute

*Brushy Fork is my energizer for the year! It keeps me going and gives me focus.*

*Best training I have ever had for my work.*

*...an uplifting, magnificent experience!*

*Through this Institute I have learned to love my voice and will use it to improve my community.*

*...always a good learning experience. Hope to be back next year!*

### Registration Fee and Deadline

The Annual Institute early registration fee is \$450 with a deadline of August 14, 2009. After this time, the regular registration fee is \$475.

### What the Fee Covers

The registration fee covers all workshop sessions and materials, early bird sessions, all snacks and all meals. A light continental breakfast will be served each morning. The fee does not include lodging.

### About Lodging

Participants are responsible for their own lodging. The following hotels are in Berea.

Hotel	Phone
Boone Tavern Hotel	859-985-3705
Comfort Inn	859-985-5500
Fairfield Inn and Suites	859-985-8191
Holiday Inn Express	859-985-1901
Country Inn and Suites	859-228-0340

### Return Your Registration Form Today!

Get the track you want; don't delay! Complete your registration form and return it to Brushy Fork Institute with payment. You may download track information and additional registration materials at:

[www.brushyfork.org/annualinstitute](http://www.brushyfork.org/annualinstitute).





2009  
**Brushy Fork  
 Annual Institute**

September 16-18, 2009  
 Early bird activities: September 15, 2009  
 On the campus of Berea College

Please print clearly or type.

## Registration Form

### Step 1: Give us your contact information.

Mr.  Ms. Name: \_\_\_\_\_  
 Title/Position in Organization: \_\_\_\_\_  
 Organization: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 Mailing Address Line 2: \_\_\_\_\_  
 City, State, Zip: \_\_\_\_\_ County: \_\_\_\_\_  
 Home phone: \_\_\_\_\_ Work phone: \_\_\_\_\_  
 Cell phone: \_\_\_\_\_ Fax number: \_\_\_\_\_  
 E-mail address: \_\_\_\_\_ Organization Web Site: \_\_\_\_\_  
 Emergency contact name and number: \_\_\_\_\_  
 Relationship of emergency contact: \_\_\_\_\_

### Step 2: Help us prepare to meet your needs at the Annual Institute.

Please indicate the name you want on your nametag: \_\_\_\_\_

Please indicate any dietary restrictions you may have:

Diabetic     Vegetarian     Vegan     Other: \_\_\_\_\_

The Annual Institute is held on a college campus. Some walking may be necessary. Do you have any physical condition that might restrict your mobility or require assistance during the Institute?  Yes  No

Please explain: \_\_\_\_\_

### Step 3: Tell us which early bird activities you want to join.

Will you attend an early bird session from 2:00-5:00 pm on Tuesday, September 15? If so, please check one:

- One-page strategic plan | Peter Hackbert  
 Swamp Gravy: Colquitt, Georgia's economic revitalization story | Joy Jinks  
 Fundraising and the economy | Lee Ellen Martin

#### Tuesday dinner

Will you attend the opening cookout on the evening of Tuesday, September 15?  Yes  No

over →

#### For Brushy Fork office use

Date received \_\_\_\_\_ Date entered \_\_\_\_\_ ID number \_\_\_\_\_ Processed by \_\_\_\_\_

Comments:

Name: \_\_\_\_\_

### Step 4: Choose a workshop track to follow during the Annual Institute.

Each participant follows **one** track. Please indicate a first and second track choice. Tracks are subject to change based on registration numbers and other factors. Brushy Fork will notify you if you receive your second choice.

Track (please mark one first and one second choice)	First choice (check one)	Second choice (check one)
<b>NEW!</b> Surviving Hard Times   Vicky Creed ( <i>limit 12 organizations</i> )	<input type="checkbox"/>	<input type="checkbox"/>
Nonprofit Management   Ginny Eager ( <i>limit 20</i> )	<input type="checkbox"/>	<input type="checkbox"/>
Legal Issues for Nonprofits   Conley Salyer ( <i>limit 20</i> )	<input type="checkbox"/>	<input type="checkbox"/>
Financial Management for Nonprofits   Ed McCormack ( <i>limit 10</i> )	<input type="checkbox"/>	<input type="checkbox"/>
Vaughn Grisham's Three Rs Plus ( <i>limit 8 teams</i> ) (requires 3 to 4 representatives from a community, each registered on a separate form.) List names of others: _____	<input type="checkbox"/>	<input type="checkbox"/>
Becky Anderson's New Tools for Economic Development ( <i>limit 20</i> )	<input type="checkbox"/>	<input type="checkbox"/>
Advanced Communication Skills   Steve Kay ( <i>limit 10</i> )	<input type="checkbox"/>	<input type="checkbox"/>
Executive Strategy & Problem Solving   David Sawyer ( <i>limit 10</i> )	<input type="checkbox"/>	<input type="checkbox"/>
Leadership Development   David Cooke ( <i>limit 20</i> )	<input type="checkbox"/>	<input type="checkbox"/>
Fundraising Beyond Grants   Lee Ellen Martin ( <i>limit 15</i> )	<input type="checkbox"/>	<input type="checkbox"/>
Grantwriting   Chrisy Bailey ( <i>limit 30</i> )	<input type="checkbox"/>	<input type="checkbox"/>
Tools for Marketing Your Programs   Anne Durham ( <i>limit 30</i> )	<input type="checkbox"/>	<input type="checkbox"/>
Web Site Development   Jan Pearce ( <i>limit 10</i> )	<input type="checkbox"/>	<input type="checkbox"/>
Digital Storytelling   Carpetbag Theatre ( <i>limit 10</i> )	<input type="checkbox"/>	<input type="checkbox"/>

### Step 5: Suggest a topic for a caucus at the Annual Institute.

Caucuses are informal discussions that will take place after dinner on Wednesday evening. We encourage participants to convene caucuses around topics of interest. Please make a suggestion below.

Caucus suggestion: \_\_\_\_\_ Are you willing to convene this caucus?  
 Yes  No

### Step 6: Return registration form with payment. Check one fee option:

Early registration \$450 (prior to August 14, 2009): covers Tuesday early bird sessions and dinner, all plenary sessions, concurrent tracks, network activities, materials, and meals during the Institute.

Regular registration \$475 (after August 14, 2009): covers all of the above.

#### Payment type (check one)

Make checks payable to  
Brushy Fork Institute.

1. Check or money order enclosed in the amount of \$ \_\_\_\_\_

2. Credit card Card type:  Visa  Mastercard (*Discover and American Express not accepted.*)

Name on card: \_\_\_\_\_ Credit card number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**Please return registration form with payment to:**  
Brushy Fork Institute • CPO 2164, Berea College • Berea, KY • 40404  
859-985-3858 • Fax: 859-985-3903 • www.brushyfork.org

**Cancellation Policy:** We encourage substitution of participants rather than cancellation. If you must cancel:

- Cancellations received on or before August 28 are subject to a \$25 administrative fee.
- Registrants who cancel from August 28 through September 4 will receive a \$200 refund and a \$200 credit toward registration for the 2010 Annual Institute.
- Cancellations after September 4 are not refundable, but \$200 will be credited toward registration for the 2010 Annual Institute. Credits are not transferable.



## Our Keynote Presentation

### *A Rising Tide* The Power of Networks

with Carpetbag Theatre

Difficult economic times have affected organizations all over the country. This year's Annual Institute focuses on how nonprofits might survive hard times. Our keynote presentation will explore how some organizations have built networks to increase their impact and efficiency.

In a unique performance, Carpetbag Theatre will explore the power of building networks of organizations to address contemporary challenges. Following the performance, a number of organizational representatives who have participated in regional network building will share their experiences. How can organizations in your region or state pull together to maintain and even strengthen their work and missions in these times? Join us to find out!

---

## Early Bird Sessions | Tuesday, September 15, 2:00-5:00 pm

### Swamp Gravy an economic revitalization story with Joy Jinks

The community of Colquitt, Georgia, has brought its memories to life through Swamp Gravy, a production of plays based on real-life stories from members of the community. Each year a new script and original music are written and performed by a local cast. Their performances celebrate a culture that is uniquely rural south Georgia, but which speaks to the visitors who come from far and wide to enjoy the show. More than 100 volunteers transform southern life into unforgettable theater that weaves its spell through comedy, drama and music. The result? Economic revitalization of the town, where empty buildings have been converted into restaurants, stores and lodging for visitors who bring millions of dollars into the local economy. Joy Jinks, the founder of Swamp Gravy, will share the story of their journey from ordinary community to extraordinary success.

### One-Page Strategic Plan a quick and easy approach with Peter Hackbert

Do you find the task of developing a strategic plan for your organization to be daunting? This session provides a quick and easy technique for developing a one-page plan that expresses your organization's vision and mission, sets objectives, outlines strategies and describes action plans.

Led by Peter Hackbert of Berea College's Entrepreneurship for the Public Good Program, the session is designed to give you a starting place to pull together staff and board in the strategic planning process. The session will get you started on the one-page plan. You will leave with templates and worksheets to help you carry forward the strategic planning process in your organization.

### Fundraising and the Economy practical solutions for today with Lee Ellen Martin

ARGH! Are you worried about your fundraising right now? Are the strategies you were using several years ago not working right now? Join this pre-conference workshop to find out how to raise money during tight economic times.

Participants will get practical suggestions for staff and volunteers to raise money for your projects. Gain information on what type of events work well, how to make them profitable, how to turn an event donor into an annual donor, and how to use an event as a major gift prospect tool.

Lee Ellen Martin will also be facilitating our track Fundraising Beyond Grants if you would like a more in-depth opportunity to explore this topic.



## Brushy Fork Institute

CPO 2164, Berea College  
Berea, KY 40404  
859-985-3858  
[www.brushyfork.org](http://www.brushyfork.org)

### BRUSHY FORK ANNUAL INSTITUTE September 16-18, 2009 | Berea College with early bird activities on September 15



Please join us for the fifth Brushy Fork Annual Institute, one of the premiere workshop events in the Appalachian Region. This year's Institute will explore organizational survival during difficult economic times.

**Early registration deadline: August 14, 2009**

**Register online at [www.brushyfork.org](http://www.brushyfork.org) or call 859-985-3858 today.**