



BRUSHY FORK

LEADERSHIP INSTITUTE

A STRATEGIC INITIATIVE OF BEREA COLLEGE

2020 BRUSHY FORK LEADERSHIP SUMMIT

SEPTEMBER 15-18

Please join us online through Zoom for the 2020 Brushy Fork Leadership Summit! Connect with people from previous years and learn from professionals in the field who will lead six experiential workshop tracks with six hours of instruction time in each track. New this year is the option to register for two different workshop tracks!

In addition to the workshop tracks, the Leadership Summit will provide an opportunity to gather and discuss current regional issues and to engage in an interactive early bird session. See more on the next page!

Register today!

The tradition continues!
Please join us online for
this annual regional
gathering.

Choose from among six
experiential workshop
tracks.

New this year! Attend up
to two workshop tracks!

Lift your voice on current
regional issues.

See the next page for
more about the
schedule, sessions
and workshop tracks.

REGISTER ON
EVENTBRITE

One workshop track: \$165

Two workshop tracks: \$275

2020 Leadership Summit Schedule

September 15 Early Bird Session	September 16 Opening Plenary and Workshop Tracks	September 17 Workshop Tracks	September 18 Workshop Tracks and Closing Plenary
<ul style="list-style-type: none">• 1:00 pm - Gather online• 1:15 pm - Early bird begins• 3:00 - Break• 3:30 - Early bird resumes• 5:00 pm - Adjourn	<ul style="list-style-type: none">• 10:00 - Opening networking plenary• 12:00 pm - Break• 1:00 pm - Block one workshop tracks begin• 4:00 pm - Adjourn with after session activities	<ul style="list-style-type: none">• 9:00 am - Block one workshop tracks resume• 12:00 pm - Break and block one workshop tracks adjourn• 1:00 pm - Block two workshop tracks begin• 4:00 pm - Adjourn with after session activities	<ul style="list-style-type: none">• 9:00 am - Block two workshop tracks resume• 12:00 pm - Break and block two workshop tracks adjourn• 1:00 pm - Closing networking plenary• 3:00 pm - Adjourn

All sessions will be online through Zoom. Registrants will receive information for the Zoom links to the workshop track sessions they select when they register.

This Year's Early Bird Session



Did you know that community stories of hope in your local news or social media can support success and momentum for your community's development?

This early bird workshop features Dr. Melissa Newman's ongoing peer reviewed research which has revealed methods to raise hope in communities using social media and informs the economic implications of stories of hope. She will provide a hands-on approach for engaging youth in work to share local stories that will impact the sense of possibility in your community.

Dr. Newman is a professor within Eastern Kentucky University's Department of Communications and Executive Director of Regional Programming & Stewardship. To hear more about Dr. Melissa Newman's work, you can listen to this [East Kentucky Works Podcast](#).

This Year's Plenary Sessions

Due to the pandemic, we will miss our usual opportunities to eat together, walk together, and gather in one physical space, so Brushy Fork has designed the opening and closing workshop sessions in partnership with community members from throughout central Appalachia. These sessions will provide an opportunity to meet friends—both known and unknown—and to dive into discussions on regional issues. Whatever form it takes, we hope to have people moving, laughing, and sharing what's going on their world.

This Year's Workshop Tracks | Block One

Block One Workshop Tracks take place on September 16 from 1:00 pm to 4:00 pm and on September 17 from 9:00 am to noon. Registrants may select one six-hour track from Block One for a \$165 registration fee or one six-hour track from both Blocks One and Two for a \$275 registration fee.

Adaptive Nonprofit Leadership in a Crisis

Monica Jones

Limit 10 participants

Why does a crisis call for refocusing on your organizational mission, even in times of great community need? Explore using short-term planning to move toward long-term solutions, employing the hidden talents your board members, creating synergies with other programs, and bringing the right players to the table for what you want to accomplish.



Preparing for Leadership Transition in A Nonprofit or Business

Caroline Carpenter

Limit 20 participants

What should nonprofit and business leaders consider as they transition out of leadership? Explore how to plan for leadership succession from identifying and grooming younger leaders to codifying what is important in your work to letting go when that work evolves under new leadership.



Grassroots Organizing in a Crisis

Jennifer Wells

Limit 30 participants

As communities deal with crisis situations, how do we move from treating people solely as needy clients to opening the door to solve issues collaboratively? Participate in a process designed to talk to folks from a place of strength and to connect to the solidarity within community. Move beyond seeing people as vulnerable and marginalized to building a path to collaboration and engagement.



This Year's Workshop Tracks | Block Two

Block Two Workshop Tracks take place on September 17 from 1:00 pm to 4:00 pm and on September 18 from 9:00 am to noon. Registrants may select one six-hour track from Block Two for a \$165 registration fee or one six-hour track from both Blocks One and Two for a \$275 registration fee.

Fundraising Strategies During Social Distancing

Lee Ellen Martin

Limit 20 participants

As donors and staff are forced to avoid crowds, how do nonprofits continue to communicate clearly about their needs and provide an opportunity for people to support addressing the organization's mission? Join this track to explore what has changed and what has stayed the same with non-grant fundraising strategies. Learn how to engage with donors despite the need to distance, build connections in a world that has moved to virtual.



Organizing and Engaging Opportunity Youth

Hasan Davis

Limit 25 participants

How can your organization engage people ages 16 to 24 who have been involved with the justice system or who are simply not involved in education or the workforce? Explore how to support and broaden leadership that engages youth in solving issues and creates pathways for their future civic engagement.



Building a Local Community Movement

Vaughn and Sandy Grisham

Limit 30 participants

Back by popular demand, this year Vaughn and Sandy Grisham will team up with grassroots community leaders to discover the path to inclusive community development efforts. Consider what communities need to do to broaden and support diverse civic engagement that build trust and hope for an improved quality of life for all in the community.



Read more about workshop tracks and track leaders on [Brushy Fork's website](#).