

Becky McCray

International Speaker on Rural
and Small Town Development

www.BeckyMcCray.com



I help you shape a brighter future for your community no matter what opposition you face, giving you practical steps you can put into action right away. My advice is based on my real-world experience as an entrepreneur, community member and rancher.
I don't just talk about rural issues; I live them.

Interactive keynotes and workshops

The Idea Friendly Method: Open Up to New Ideas

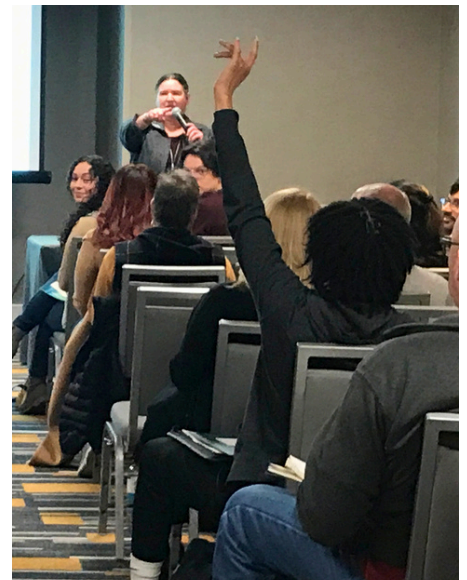
Learn 3 practical ways to strengthen your community ties, overcome divisiveness and break free from old-way thinking to thrive no matter what the future brings.

Innovative Business Models to Grow Entrepreneurship

Learn how local entrepreneurs are starting up and succeeding using these innovative lower-risk business models: Tiny, Temporary, Together and more.

Find More Volunteers: Beyond the Same Ten People

Learn how to let go of old ways that no longer serve us and tap new behavior trends to attract fresh new volunteers.



Chosen by over 300 rural and small town forums, economic development groups, councils of government, chambers of commerce and other groups in the US, Canada, UK and Australia, including: IEDC, Main Street America, National Summit on Rural Entrepreneurship, Canadian Beef Industry Conference, Radically Rural, Harvard Kennedy School, NADO and TEDx in rural Australia. Everywhere from main stages to rural fire houses.



About Becky McCray

Co-founder of SaveYour.Town
Creator of the Idea Friendly Method
Publisher of *SmallBizSurvival.com*
Co-author of the book *Small Town Rules*
Creator of *Survey of Rural Challenges*
 BS in Business
 Certificates in Facilitation, Leadership
 Nonprofit and government experience
 Cattle rancher, former retail store owner
 Community volunteer
 Lives in a town of 30 people

More than just a speaker, Becky is a valued partner and an asset to me as an event organizer.
 Cheryl Lawson, Oklahoma

I was thunderstruck by your insightful comments and step-by-step instructions. I have been following your work and using it with my undergraduate students for many years.
 Peter H. Hackbert, Kentucky

In the first 15 minutes, I knew you were going to revolutionize the whole way we approach economic development.
 Kathryn Witherington, Washington

This was a fantastic webinar chockablock with easy, doable, accessible ideas. An attendee even said it was the best webinar they've ever been to.
 Heather Hallgrimson, Saskatchewan, Canada

Becky has a passion for rural communities and very practical advice that attendees can use in their communities immediately. We're excited to have her return for another event.
 Paul Kimmel, Idaho

It's like you're living in my life! I wrote down ten a-ha! moments.
 Michelle Burgess, North Carolina



Services

Keynotes and interactive workshops
 Host, emcee, moderator and facilitator
 In-person, virtual, hybrid and remote
 Visits, walkarounds, core group boosts
 Online training at [SaveYour.Town](https://www.saveyour.town)

Key topics

Rural, small towns, downtowns
 Entrepreneurship, small business
 Economic, community development
 Economic mobility, opportunity
 Revitalization, vitality, placemaking