Asset Based Community Development Leadership Forum 2004

Thursday, December 9, 2004  9:30 am to 3:45 pm

Keynote Speaker – Jody Kretzmann, Co-Director
ABCD Institute, Northwestern University

Holiday Inn, 500 Lincoln St. Worcester, Massachusetts
(Conveniently located just off I-290)

Registration $95.00
Special Hotel rates of $89 per night are arranged at the Worcester Holiday Inn  1-(800)-782-7306

Our second annual colloquium for New England and New York community activists, project leaders, practitioners, scholars and citizens featuring:

- ABCD pioneer Jody Kretzmann’s keynote on ABCD and Community Change nationally and internationally
- ABCD’s potential seen through the prism of ambitious local projects for disabilities populations, youth development and community and public health programs
- ABCD Basics – a training track for people new to strengths based community building
- Peer to peer review of key challenges facing Northeast community activists dedicated to strengths based community building
- Tool-kit sessions providing promising and proven practices you can take home and use
- Optional dinner Wednesday, December 8 with Northeast Assets leaders on the region’s leadership climate for strength-based community development for early arrivals.
- An optional Advanced Forum on ABCD Theory with Jody Kretzmann - Friday December 10, 8:30 am – 1:30 pm. See enclosed flyer. Separate registration fee is required.

Who should attend: Citizens who are “serious students” of community building and desire deeper insights on ABCD practice and theory including project leaders, trainers, funders and researchers on community change and renewal. A track limited to 40 people on ABCD Basics is provided for community volunteers, staff and elected officials eager to learn of these techniques.

Program for Thursday December 9 ABCD Leadership Forum 2004

8: 45 - 9:30   Registration, Refreshments, Early Bird Sharing the Lessons and Resources Exhibits

9:35 am Gather and Welcome: Northeast Assets Leadership Project

9:45 – 11:00  Exploration I  Plenary Keynote: ABCD – Furthering Community Progress in America and Internationally – Keynote Presentation by Jody Kretzmann, Co-Director, Asset Based Community Development Institute, Northwestern University  Jody Kretzmann will present ABCD’s merits as a vehicle to mobilize citizen talents to improve communities in settings ranging from rural Australia to urban Hartford and to further progress in all aspects of community life. His insights will include: What drives citizen interest in the ABCD approach, what innovations should we be aware of,
what are some timeless lessons in this wealth of community experimentation world-wide? Following the keynote, small group and plenary group discussions will link Jody's insights to the community work Northeast leaders in attendance are conducting to further their communities.

11:00 Exploration II Concurrent Workshops - ABCD’s Potential and the Northeast Community Experience – We will consider Jody’s ideas through the prism of grassroots action throughout New England and New York with an introductory ABCD Basics Course for new ABCD advocates and three different project applications in process in December 2004. The sessions are:

* Introductory and Refresher Track - ABCD Basics - Part 1 – Bob Francis, ABCD faculty member form Bridgeport Connecticut, assisted by Diana Wahle, Director of the Alliance for Building Community regional partnership in Brattleboro, Vt. will direct this two part course. The morning and afternoon sessions combined will provide a valuable operating foundation on ABCD to folks new to this process and be a good refresher to folks interested in revisiting the model. The two sessions will cover:

  * ABCD guiding principles
  * The power of the Assets lens for identifying community potential versus the Needs lens
  * Identifying Community Connectors to ensure ABCD success
  * Rudiments of mapping your community assets

* Attendees who choose this option are strongly encouraged to enroll in Parts 1 and 2.

Case Track Workshops- Northeast Grassroots ABCD Leadership 3 Options:

A. Inclusion for People with Developmental Disabilities and ABCD - Richard Crocker, Lakes Region (NH) Community Services Council, Lisa Sturtevant, Maine Bureau of Developmental Services

ABCD Pioneer John McKnight presents a vision that the healthy community is one where all citizens and their gifts are welcome. Our panelists will describe their ABCD efforts to help achieve such communities of inclusion for people with developmental disabilities. Mr. Crocker will describe ABCD educational efforts for New Hampshire citizens and leaders and the results he sees in community norms. Lisa Sturtevant and a local nonprofit team member will present the goals of the Strengthening Community Project – an effort in 3 areas of Maine to promote Inclusion by mobilizing new citizen allies for the disabilities movement. These cases from the disabilities field will serve as a touchstone for group discussion on Northeast community challenges.

B. Health Promotion through a Strength Based Approach - Susan Downey, Massachusetts Partnership for Healthy Communities

In 2003 the Partnership for Healthy Communities began working with interested community teams to mobilize citizen assets to improve health. One tool they have employed is ABCD. This commitment to community based leadership continues today and Susan Downey and representatives from citizen coalitions in Revere and Somerville, MA will describe their hopes for ABCD, the ups and downs of the experience to date and sponsor a workshop dialogue on how their lessons apply to community change initiatives of all types. Kitty Bowman, Director, Revere CARES, and Vicente Sanabria, Director Somerville Cares About Prevention are the team members.

C. Top Down - Bottom Up ABCD for Community Youth Development in New York - Larry Pasti, New York State Office of Child and Family Services

NY State leaders are dedicated to learning how to improve opportunities for its youth, whether they reside in rural towns or dense urban neighborhoods, by mobilizing local assets. A coalition of state, county and local leaders is
Northeast Assets Leadership Project

sponsoring their work with one focus being ABCD and Developmental Assets training and project design. Larry Pasti and a community project representative will present their strategy, breakthroughs to date, and issues to address in the coming months to maximize ABCD strategies to assist youth.

12:15 pm – Lunch and Networking

1:00 Plenary Session - NE Case Lessons – Insights from Jody Kretzmann
This time is dedicated to your reflections from the real life morning case sessions and the ABCD Basics Training and to gain Jody Kretzmann’s thinking on your concerns and ideas. This structured dialogue will help us delve deeper into the balance between community building theory and practical applications for ABCD. We also will benefit from Jody's extensive experience in hundreds of community settings.

2:00 Exploration III - Toolbox Workshop Sessions

* ABCD Basics Part II Introductory and Refresher Track — Bob Francis and Diana Wahle
Building on their morning session, Bob and Diana will round out the key elements of the ABCD process for a wide range of community opportunities. * Reserved for ABCD Basics Part I enrollees.

Toolbox Sessions: Practical ideas for immediate use back home

A. Story Mapping for Results: A strength-based approach to using stories for evaluation. – Gregory Ryan, Executive Director, Connecticut Assets Network Story Mapping is the art of using stories to assess progress based on results in ABCD training and projects. This "Results Mapping" inspires individual leaders and supports outcome-based project planning. Learn how this tool can make your program more relevant to your participants’ strengths and produce positive results in the community. This session will be both informative and experiential, and will enable you to collect some great stories from your program participants back home.

B. Desktop Asset Mapping - David Soule, Director, New England Project Advances in computer software and government data systems allow you to map your community’s physical, financial and socio-economic assets on your desktop. Geographic Information Systems and Census and other data sets can be configured into thought provoking renditions of the building blocks for community change - an assets map. This Toolbox session will introduce you to the power of these tools, examples of computer assisted asset maps and insights on how to maximize GIS and census technology and software for your community.

C. Visioning: Making It Work for You – Peter Lee, Director, Massachusetts Partnership for Healthier Communities To engage and draw upon community assets use a visioning process: if well done and all the voices are heard a critical mass of citizens will lead your community improvement effort! This toolbox session will cover introductory principles of visioning based on the people/community assets and feature selected best practice lessons from urban and rural communities in the southeast, the west and New England. Several strategies and tools to enable inclusive and effective visioning will be featured. Ones that truly gain community consensus and successful subsequent action for a desired future.

D. Organizational Change and Asset Based Community Development – Richard Crocker, Kim Labbe and Denise Sleeper, Lakes Region Community Services Council The Council, a large agency supporting individuals with developmental disabilities in Laconia, NH, has been working for the last four years to explore and integrate ABCD principles into different aspects of its organization. They wish to achieve an operational and cultural shift moving the Council from a community support agency to a community building agency. This ongoing journey’s valuable and practical organizational development lessons, relevant to all community based nonprofits, will be shared with participants.
3:15 Wrap up and refreshments; next Steps for Northeast action—Reports from afternoon breakout sessions; potential strategies for the Northeast Assets Leadership Project. All conference participants will receive a final conference electronic report post-conference.

3:45 Adjournment of ABCD Leadership Forum 2004

FRIDAY DECEMBER 10 ADVANCED TRAINING FORUM PROGRAM IS ON NEXT PAGE

Thursday 6:30 pm - Optional dinner session with Jody Kretzmann for attendees of Friday’s Advanced Training Program (Additional fee as described in registration form.)

Asset Based Community Development Leadership Forum 2004
One program of the Northeast Asset Leadership Project - a new initiative involving the ABCD Institute, Northwestern University, Search Institute, Minneapolis Minnesota and a collaborative of Northeast asset based leadership activists. RYASAP of Bridgeport Ct. - 501(c) (3) sponsor.

For more information on this forum or the Northeast Assets Leadership Project please contact:
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PROGRAM

ABCD ADVANCED TRAINING FOR STAFF AND CITIZEN PROJECT DIRECTORS

Friday, December 10, 2004  8:30 am - 1:30 pm   Holiday Inn Worcester

Workshop Leader: Jody Kretzmann, Co-Director, Asset Based Community Development Institute, Northwestern University

Registration: $95.00 (Use combined 12/9 and 12/10 registration form.)

Registration is limited to 40 participants to provide a quality learning experience.

Goals for the day:

- Intimate, focused learning environment with seasoned ABCD practitioners
- In-depth review of promising and proven ABCD practices
- Peer to peer strategic exchange on the challenges of your present ABCD effort
- Strategic small group consultations with Jody Kretzmann on ABCD leadership issues identified by forum members

8:30 am   Introductions and overview of the workshop agenda

8:45 am   Mobilizing community assets through ABCD - Keys to project success- Jody Kretzmann will present the top attributes of successful ABCD projects from ones organized to improve neighborhoods, social justice to education, rural out migration and other community resources. His perspective draws from his Institute’s support of ABCD work across six continents. In large and small group discussions participants will evaluate how the priority attributes for success apply to real time projects in the Northeast. Together we will participate in:

- Scenario development to assist 2 specific Northeast ABCD cases
- Identify the top issues facing Northeast ABCD Project Leaders to build ABCD leadership capacity

10:30 am – 12:00 Noon  - Small Group Planning Sessions on building ABCD leadership capacity in the Northeast. Based on the first session, participants will explore the challenge and possible solutions on the top capacity building issues with Jody Kretzmann consulting with each subgroup. Subgroups will be formed based on attendee's preference.

12:00 noon - Luncheon session

- ABCD leadership development strategies offered by small groups
- Insights from Jody Kretzmann on various options

1:30 Wrap-up and Adjourn

(Note – There will be an optional dinner Thursday night with Jody Kretzmann for early arrivals or those attending both workshop days. Cost is $27 and you register on the same form.)
REGISTRATION FORM FOR BOTH DAYS AND HOTEL INFORMATION IS ATTACHED
ABCD Leadership Forum(s) Registration Form

For multiple registrants: Copy this form or attach pertinent information for each registrant. Registration is $95.00 for the Thursday December 9 Forum and includes lunch, continental breakfast, refreshments and reference materials. A separate fee of $95 is in place for the Advanced training on Friday December 10.

For more information on this Forum contact Project Manager John E. Walker at 207-799-2580 or jwalker3@maine.rr.com

- Fax or email the registration to: Fax: (207) 642-6274 e-mail: vision@pivot.net
- Please mail check to Northeast Assets your registration by Friday, December 3, 5:00 pm to:

Northeast Assets Conference c/o
Vision Training Associates, PO Box 338 Gorham, ME. 04038-0338
Vision Training Associates is providing administrative support for this event

Hotel reservations: Please reserve by calling the Holiday Inn, Worcester at (800)-782-7306. Special Room rates - $89.00 per night. Directions to accompany your confirmation notice by email.

THIS REGISTRATION IS FOR: Thursday December 9 Forum Only ____ Thursday & Friday Sessions_____

Name________________________ Title________________________
Organization________________________
PO Box_______ Street Address ______________________________________________
City________________________ State ___ Zip Code________
Telephone (_____)(____) Fax (____)____________________
Email________________________ Webpage________________________

Thursday 12/9 Breakout Session Preferences:
Please indicate 1st and 2nd choices for each round. We will try to accommodate your first choice.
Morning Explorations:  * ABCD Basics 1 ___ Case A_____B_____C_____
Afternoon Toolbox Sessions:  *ABCD Basics 2 ___ A____ B_____ C_____ D_____ E
* Enrollees in the Basics course are strongly encouraged to take both parts 1&2

Registration Fees
Please fill in the amount for the option and send one check for the total

Wednesday, December 8 Early Arrival Optional Dinner with NE Assets Leaders $27.00 ____
Thursday, December 9 Asset Based Community Development Leadership Forum 2004 $95.00 ____
Thursday December 9 Optional Dinner with Jody Kretzmann for Friday’s Advanced Workshop Attendees – 6:30 pm $27.00 ____
Friday December 10 Advanced ABCD Review Session $95.00 ____
Total enclosed $ _______

Sponsorship Option: We would be interested in sponsorship options for this forum and for the Northeast Assets Leadership Project’s efforts to advance assets work in the Northeast. Please contact us. ________.

Fax or email to: Fax: (207) 642-6274 e-mail: vision@pivot.net See mailing instructions above for payment.