Welcome to The Brookwood Way™ Conference presented by the Stephen C. Beasley Center for Learning. This conference will provide an opportunity to take a deep dive by experiencing an in-depth comprehensive tour with behind the scenes observation of Brookwood’s programs. You will also have an opportunity to attend seminars, tour Brookwood’s satellite location at Grand Parkway, meet with key leadership, tour BiG (Brookwood in Georgetown) as an option and truly experience life at Brookwood. Additionally, we will have opportunities to idea-exchange, share information and foster inspirational fellowship with regional, national and international peers. We appreciate your interest. Together we can make a difference. Thank you for joining us!

**ABOUT BROOKWOOD**

Through the Grace of God, The Brookwood Community provides an educational environment that creates meaningful work, builds a sense of belonging, and awakens genuine purpose in the lives of adults with disabilities. Our campus consists of 8 group homes, 2 single-family staff homes, a residential Inn, health and dental clinic, Chapel, enterprise building, activities and administration building, 47 greenhouses, Gift and Garden Center, café, and several other support buildings.

Our programs serve 112 resident adults (known as Brookwood “Citizens”) who are functionally disabled and live at Brookwood 24/7. Another 124 adults participate in our day program at the Brookwood main campus, and Brookwood in Gallery Furniture Grand Parkway. The Citizens we serve have a diverse range of needs including autism spectrum disorders, intellectual and physical disabilities, developmental disabilities, traumatic brain injury, dual diagnosis, and/or aging care needs. We also serve as a resource for families. Brookwood’s Center for Learning actively shares our innovative concepts and techniques with other professionals across our nation and around the world.

Our purpose is to provide opportunity through education so that Brookwood Citizens will:

- Acquire meaningful skills and hold real jobs in the Community’s own business enterprises.
- Experience the pride that accompanies the ability to contribute to one’s own support and to the community in which they live.

Grow professionally, socially, emotionally, and spiritually so they can discover their incredible potential and purpose.
SCHEDULE OF EVENTS

Monday, February 3, 2020
11:45 am - 12:15 pm  Conference Check-in
12:15 pm - 12:30 pm  Welcome by Brookwood staff
12:30 pm - 3:30 pm  In-depth tour of Campus
3:45 pm - 4:30 pm  Introduction of Brookwood leadership and staff/ Opening Remarks by Vivian Shudde, CEO
4:30 pm - 5:15 pm  Attendee introductions/pinning of map/ photo around God’s Chair
5:15 pm - 6:00 pm  Network Reception

Tuesday, February 4, 2020
7:45 am - 8:30 am  Breakfast and Networking
8:45 am - 9:15 am  Handbell Choir Presentation
9:30 am - 10:30 am  General Session 1: Presentation by Yvonne Strait, Founder/ Executive Director Emeritus
10:45 am - 11:45 am  Breakout Sessions 1
12:00 pm - 12:45 pm  Roundtable Lunch
12:45 pm - 1:45 pm  General Session 2: Just Do Something by Vivian Shudde, CEO
2:00 pm - 3:00 pm  Breakout Sessions 2
3:15 pm - 4:15 pm  Breakout Sessions 3
4:30 pm - 5:30 pm  Special private shopping opportunity for conference attendees
6:15 pm  Optional dinner and continued networking with colleagues at Alicia’s Mexican Grille

Wednesday, February 5, 2020
7:45 am - 8:30 am  Breakfast and Networking
8:45 am - 9:15 am  Transport to Brookwood at Grand Parkway
9:15 am - 9:45 am  Tour of Brookwood’s satellite location at Grand Pkwy
9:45 am - 11:00 am  General Session 3
11:15 am - 11:45 am  Transport to Brookwood Main Campus
11:45 am - 1:00 pm  Lunch and Citizen Panel Presentation
1:15 pm - 2:15 pm  General Session 4: Foundation Panel
2:30 pm - 3:30 pm  Breakout Session 4
3:45 pm - 4:45 pm  Conversations with Brookwood Leadership
4:45 pm  Conference ends- Closing remarks by Vivian Shudde

Thursday, February 6, 2020
7:00 am - 4:30 pm  Optional site Visit to BiG (Brookwood in Georgetown)
### MONDAY, FEBRUARY 3, 2020

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| 11:45 am – 12:15 pm | Conference Check-In/Reynolds Lobby  
*(Organizations are welcome to bring their brochures for our Network Resource Table to share with participants throughout the conference. Please give your brochures to a Brookwood staff member when you check-in to have them displayed.)* |
| 12:15 pm – 12:30 pm | Welcome by Brookwood staff/Chapel                                       |
| 12:30 pm – 3:30 pm | In-depth tour of the Brookwood campus including Work Program, Residential and Horticulture |

### CAMPUS OVERVIEW AND TOUR OF BROOKWOOD PROGRAMS

During the tour, Department Managers representing Residential, Health Clinic, Activities, Handcrafts, Horticulture and Retail programs will explain some of the key elements of their operations. Since this is a 2 ½ hour walking tour, we recommend that attendees wear comfortable walking shoes. The tour covers three areas of our 485-acre campus:

**Village Center:**
This is the central area of the community. The Village Center includes the Chapel, Bike Pavilion, the Independent Living Residential Inn, Health Clinic and the Reynolds Building, which houses administrative and activities programs.

**Residential Neighborhood:**
We will visit one of the 8 group homes in the neighborhood located south of the Village Center. Families participating in the Retirement with a Purpose Program reside in the additional homes located on the residential lane just west of the Village Center.

**Enterprise and Retail Zones:**
The tour concludes with a visit to the Yvonne and David Streit Education and Enterprise Building and some of the 47 greenhouses in our Horticulture enterprise.

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<td>5:15 pm – 6:00 pm</td>
<td>Networking Reception/ Reynolds Lobby</td>
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TUESDAY, FEBRUARY 4, 2020

7:45 am – 8:30 am  Breakfast and Networking/Reynolds Building Lobby
8:45 am - 9:15 am  Handbell Choir Presentation/Chapel
9:15 am - 9:30 am  Break

MORNING SESSIONS

9:30 am – 10:30 am  General Session 1

Yvonne Streit, Founder/Executive Director Emeritus with Jana Mullins/Streit Building – Hamill Conference Room

Mrs. Yvonne Tuttle Streit, whose degree is in education with a minor in psychology from Southern Methodist University, traveled widely to study the teaching techniques of leading educators and psychologists to help her daughter who suffered severe brain damage due to complications which accompanied mumps. She was fortunate to be able to attend short course seminars at Purdue University, U.S.C., and U.C.L.A.; however, the innovative teaching ideas were not being used in public schools. Consequently, she and other volunteers began a program, which ultimately led to the establishment of The Briarwood School, designed to educate children with learning differences and the Tuttle School for children with functional disabilities. Further research in the U.S. and Europe yielded practical solutions, which later led to the establishment of The Brookwood Community to serve adults with functional disabilities. Yvonne will share her touching, heart-warming and always humorous message of Brookwood’s beginnings from her book Everybody’s Got a Seed to Sow: The Brookwood Story, a message sure to touch and inspire all.

10:45 am - 11:45 am  Breakout Session 1 - Select One:

Work Program Logistics/Streit Building – Feigin Room 1
Adrienne Nowlin, Director of Work Program

This session will be led by Brookwood’s Director of Work Program and features input from actual work program teachers. The presenters will give a glimpse into a typical Brookwood Citizen’s workday. They will highlight workshop logistics such as production goals, shop structure and routines, lunch and breaks. The work program director will provide insight into specific elements that are essential to the success of a work program for adults with disabilities such as staff and Citizen scheduling, staff training and specific strategies necessary to keep all workers safe, healthy and happy. Meaningful work is the heart and soul of our program at Brookwood. This session is designed to give you logistical guidance toward creating a program that allows meaningful work to occur.

ARM your Mission – Attracting, Retaining, Motivating Staff/Streit Building – Manning Room 2
Glenna Ferrell, Chief Human Resources Officer & Mel Rodriguez, HR Recruiter/ Trainer

Attracting, retaining and motivating are not independent activities of each other. Each must work together to maximize the end results...which is to retain the longevity of our most important assets to the vision of Brookwood...the STAFF! This session is designed to give you guidance in the development of your most important assets...in your program or organization.

11:45 am – 12:00 pm  Break
Afternoon Sessions

12:00 pm – 12:45 pm  Roundtable Lunch/Café

Exchange ideas with colleagues and Brookwood Team members around tables focusing on a shared topic of interest.

The Café at Brookwood is a popular dining destination that attracts over 80,000 customers a year to our community, many of whom also shop in the adjoining Gift & Garden Center. Attendees will enjoy a delicious lunch prepared by Chef Michael Fernandez, a graduate of the Culinary Institute of America in Hyde Park, New York, and the Brookwood Café Team. The Café is also an enterprise where some of Brookwood’s Citizens work Monday through Friday as servers, helpers and greeters.

12:45 pm - 1:45 pm  General Session 2

Do Something – How to Start a Program/Café
Vivian Shudde, Chief Executive Officer

This session will give a narrative account of three (3) day work programs based upon the Brookwood Model: Brookwood in Georgetown, Brookwood Grand Parkway and Brookwood in The Woodlands. Each organization is at a different stage of development from established, growing and currently in the startup phase. The sessions will highlight what has worked and what has not worked; in order to allow participants to learn from our successes and our failures. The goal of this workshop is to give participants some basic steps to take toward starting their own program.

1:45 pm - 2:00 pm  Break

2:00pm - 3:00 pm  Breakout Session 2 - Select One:

How our Citizens Know What to Expect…Structured Employment/Environment at Brookwood/Strait Building – Feigin Room 1
Becah Butler, Chief Learning Officer

An overview of the visually structured systems used at Brookwood to help our citizens function comfortably in their everyday lives. The visual structure supports all types of adults who have challenges in cognition and communication, and are deployed throughout our campus programs – including the homes and in the workshops. The outcome is less stress and anxiety, enabling our citizens to depend less on staff assistance, and enjoy more success in their daily living.

Admissions and Accomodating Neurodiversity/Strait Building – Manning Room 2
Laura DeMunbrun, Admissions Coordinator

This session will walk you through the Brookwood Admissions process from the inquiry call through enrollment. We will talk about the importance of building an intentional relationship – fostering culture, establishing trust, and setting expectations. We will also explore each step of the admissions journey and its role and value in understanding the needs of the applicant and their family and how to accommodate this within your program.

3:00 pm - 3:15 pm  Break
AFTERNOON SESSIONS (CONTINUED)

3:15 pm – 4:15 pm  Breakout Session 3 - Select One

Enterprise Dive Deep/Sherren Smith Gift and Garden Center
Elizabeth Carlyle, Chief Operating Officer & Adrianne Nowlin, Director of Work Program

Why are enterprises important? How do I determine what enterprises to focus on? Will the enterprise make money? How do we sell what we make? Why are enterprise experts important? At Brookwood, we know these questions can weigh heavy when a program is just beginning. In fact, they are all questions that the staff at Brookwood still ask themselves on a regular basis. This session will answer these questions in order to help you determine your own approach to a work-based program.

Setting Up Residential: Living in Community/Meadows Home,
Kevin Coleman, Residential Manager

Safe, healthy and happy is our motto at Brookwood. Our residential program is the heart and soul of this motto. This session will explore the fundamentals and foundations of Brookwood’s residential model, including an overview of the structure, staffing and key success factors. Participants will be given a sneak peek into what it is like to manage a large house while making it feel like a home.

4:15 pm – 4:30 pm  Break

4:30 pm - 5:30 pm  Time on your own to relax or shop/ Sherren Smith Gift and Garden Center
Special private shopping opportunity at the Sherren Smith Gift and Garden Center for conference attendees.

6:15 pm - Join us for an off-campus dinner at one of Katy’s finest Mexican restaurants. It is a great opportunity to enjoy continued networking.

Alicia’s Mexican Grille
25725 Katy Freeway
Katy, TX 77494

WEDNESDAY, FEBRUARY 5, 2020

7:45 am - 8:30 am  Light Breakfast and Networking/Reynolds Building Lobby

8:45 am - 9:15 am  Travel by bus to Brookwood at Grand Parkway

MORNING SESSIONS

9:15 am - 9:45 am  Tour of Brookwood’s satellite retail store, garden center and work program at Grand Parkway
The Brookwood Store at Grand Parkway and adjoining day work program is made possible through the generosity of Gallery Furniture’s owners Jim and Linda McIngvale. This is an example of Brookwood’s commitment to explore and forge community partnerships and collaborations in expanding its mission. While the scale of Brookwood’s 485 acre campus and operations in Brookshire is overwhelming, our Grand Parkway satellite shows how to launch and operate a retail venture and day program in 12,000 square feet or less.
**MORNING SESSIONS (CONTINUED)**

9:45 am - 11:00 am  General Session 3

Setting Up your Day Program for Success/*Brookwood Grand Parkway*
*Carol Whitmore, Studio Director*

On this exciting visit to Brookwood’s satellite campus, participants will have a chance to see a smaller version of Brookwood’s day, work program in action. The Work Program director for this satellite location will review the structure of their daily schedule including how to meet production goals while promoting meaningful social interactions with peers at work. The tour will feature the types of products this program produces and how the program supports Citizen’s success within their specific jobs.

11:00 am - 11:15 am  Break

11:15 am - 11:45 am  Travel by bus back to Brookwood Main Campus

11:45 am - 1:00 pm  Network Lunch and Citizen Panel/*Café*

**AFTERNOON SESSIONS**

1:15 pm - 2:15 pm  General Session 4

“Everything You Wanted To Know About Philanthropic Foundations But Were Afraid To Ask”/*Café*

Enjoy an eye-opening conversation with a panel of three of Houston’s top foundation leaders as they de-mystify the giving process. Moderated by Pam Brasseux of The Brown Foundation, the panel will feature Tom Brown of The Hamill Foundation, Kristi Cooper of The Robert & Janice McNair Foundation and Carolyn Watson of JP Morgan Chase Bank, N.A. The panel will share their behind-the-scenes foundation experiences, a session you will not want to miss!

2:15 pm - 2:30 pm  Break

2:30 pm - 3:30 pm  Breakout Session 4 - Select One

Managing Healthcare/*The INN Red Room and Clinic*
*Wendy Dicken, Medical Director*

When a Citizen is admitted to Brookwood’s residential program, the intent is for them to stay for the duration of their life. This can present unique medical needs over time. Brookwood’s on-site healthcare center is one of our proudest achievements. During this session, our Medical Director will share with participants the services provided as well as the unique way the services are accomplished for residential and day Citizens. For many Citizens, Brookwood manages all healthcare needs while they work in tandem with the family in other cases, both models will be highlighted. This session will also describe partnerships that Brookwood has with the greater Houston medical community.

**FUNdamentals of FUNdraising/Striet Building – Feigin Room 1**
*Carol Thornburg, Chief Development Officer and Ashley Satterfield, Special Events Manager*

Whether starting a non-profit or working to sustain one, fundraising is important. The Brookwood Advancement Team will present their Top 10 FUNdraising FUNdamentals. Whether brand-new to fundraising or a seasoned professional, this session will provide ways to put FUN into raising funds for your organization.
AFTERNOON SESSIONS (CONTINUED)

3:30 pm - 3:45 pm  Break

3:45 pm - 4:45 pm  Conversations with Brookwood Leadership and Managers/Streit Building Hamill Conference Room

For those wanting to continue in-depth conversations in specific areas of interest, Brookwood leadership representing various departments and programs will be available for informal individual and small group discussions. Conversation leaders will be in the Cafetorium and available to answer your more specific questions.

4:45 pm - 5:15 pm  End of Conference - closing remarks by Vivian Shudde, CEO/Streit Building – Hamill Conference Room

THURSDAY, FEBRUARY 6, 2020

BROOKWOOD IN GEORGETOWN TOUR AND LUNCH

6:45 am  Meet at the Brookwood Community Reynolds Building for prompt departure at 7:00 am.
7:00 am - 4:30 pm  Reynolds Building – Site Visit to Brookwood in Georgetown (BiG) Georgetown, TX
(Transportation and lunch provided, approx. 2 ½ hour drive)

This “Not to Miss” post-conference opportunity acquaints attendees with a compelling leader, community and financial support, and a dynamic program. Attendees will travel from the Brookwood Community in Brookshire to Georgetown, TX to observe programs at our “sister” organization, Brookwood in Georgetown (BiG) where we will enjoy a tour, lunch, and Q & A session with Erin Kiltz, Executive Director.

ABOUT BROOKWOOD IN GEORGETOWN

Erin and John Kiltz have three children. Gracie, their youngest, was born with Down Syndrome. At two, she was diagnosed with the most aggressive form of Leukemia. After her tenth round of chemotherapy, she encountered serious complications, which left Gracie severely brain damaged, fully dependent on others, and facing a bleak prognosis. Against all odds, she not only survived a deadly infection, Gracie’s presence would light up any room with her contagious smile. After Gracie finished high school, the Kiltz family was challenged with the question, “What’s next?” After students with intellectual disabilities graduate from high school, there are few options. This sobering reality launched Erin and John on a mission to find a solution for a future with meaning and purpose for Gracie as well as her friends. This search led to the Brookwood Community in Brookshire, Texas where Erin and John knew they had found what they had been looking for.
DINING

Café at Brookwood
Open 7 days a week, 11:00 - 2:00 pm
Call 281-375-2400 for reservations
Fine dining on the Brookwood campus, and adjoined to
Brookwood’s Gift & Garden Center.

Anthonie’s Market Grill
9108 FM 1489
Simonton, TX 77441
(281)-533-9134
(South of Brookwood on FM 1489 approx. 10 minutes)

Antonia’s Cucina Italiana
20001 Katy Mills Blvd.
Katy, TX 77494
(281) 644-6000

Essence Café
8506 FM 359
Fulshear, TX 77441
(281) 533-0255

Pier 36
8502 FM 359
Fulshear, TX 77441
(281) 346-8379

HOTEL ACCOMMODATIONS

Holiday Inn Express and Suites:
34103 Katy Freeway, Brookshire, TX 77423 (281) 934-2229

Embassy Suites by Hilton Houston West
16435 Katy Freeway, Katy, TX 77094 (281) 398-0900

Hilton Garden Inn:
2409 Texmati Dr, Katy, TX 77494 (281) 644-2400

Best Western Plus Katy Inn & Suites:
2006 Katy Mills Blvd, Katy, TX 77494 (281) 395-6200

La Quinta Inn & Suites:
721 FM 1489 Brookshire, TX 77423 (281)-375-8888

Additional dining and hotel accommodations are located about 7 minutes east on Interstate 10 in the Katy
Mills area.


**DIRECTIONS TO BROOKSHIRE**

**From Bush Intercontinental Airport or Hobby Airport:**
Take Beltway 8 to Interstate 10 West (Katy Freeway) to Brookshire, take 2nd exit to Brookshire, which is #731 Koomey/Simonton exit. At stop sign, turn left and go south over the freeway. At next stop sign travel south on FM 1489;

**From Dallas/Fort Worth:**
Take 45 South to Beltway 8 to Interstate 10 West (Katy Freeway) to Brookshire; take 2nd exit to Brookshire, which is #731 Koomey/Simonton exit. At stop sign, turn left and go south over the freeway. At next stop sign travel south on FM 1489;

**From Houston:**
Take Interstate 10 West (Katy Freeway) to Brookshire, take 2nd exit to Brookshire, which is #731 Koomey/Simonton exit. At stop sign, turn left and go south over the freeway. At next stop sign travel south on FM 1489;

**From San Antonio:**
Take Interstate 10 East to Brookshire, take 1st exit to Brookshire, which is #731 Koomey/Simonton exit. At stop sign, turn right and travel south on FM 1489;

**Directions to Brookwood:**
Travel south about one mile on FM 1489;
Brookwood Café and Store: located on the right, past Bains Road;
Brookwood Central Campus: Pass the entrance to Brookwood Café & Store;
Turn right at The Brookwood Community brick sign on a planter with a flagpole;
The Reynolds Building is the large building with the dome, adjacent to the Chapel.

Please drive and park carefully. Sometimes Citizens may be present in wheelchairs or walking in the area.

For more information, contact:

Jana Mullins Danna
Director of Outreach and Community Engagement
Email: JanaM@brookwoodcommunity.org
Direct: 281-375-2260 / Main: 281-375-2100 / Fax: 281-375-2160
Brookwood Community / 1752 FM 1489 / Brookshire, Texas 77423 www.brookwoodcommunity.org