Wednesdays in June and July
June 2, 16, 30
July 14, 28

Click HERE to register.
Presents

The Brookwood Way™ Summer Series

Designed for individuals, professionals and organizations wanting a deeper experience into The Brookwood Way™

The Brookwood Way™ Summer Series is presented by Brookwood’s Stephen C. Beasley Center for Learning. Brookwood is a firm believer that there are many ways to serve adults with disabilities and Brookwood has simply discovered a way to provide meaning and purpose in the lives of our Citizens. Brookwood Center for Learning typically hosts an in-person conference twice yearly on our campus. The purpose of this conference is to give participants a deep dive into The Brookwood Way of serving adults with disabilities through the social enterprise model. Our conferences are designed to inspire others to serve adults with disabilities (and other underserved populations) by offering them a program that provides a life of meaning and purpose. This year due to Covid-19 guidelines on our campus, we are offering a virtual, summer series in lieu of our in-person conference. This five-week series will offer attendees virtual sessions, every other week this summer on topics that are traditionally part of The Brookwood Way conference.

In the past many of our conference attendees have expressed that they have chosen to come to Brookwood because they have a calling and are seeking clarity for their vision. For this reason, we have asked author, speaker, trainer and coach, Kaleen Marshall to kick-off our virtual series with her presentation, “Getting Crystal Clear on your Vision.” Kaleen is the founder and CEO of The Viaggio Group Inc., a professional coaching and leadership consulting company focused on helping people move forward along their professional journey. Kaleen is also the guardian of her adult sister with Down Syndrome.

The series will also feature presentations by Brookwood’s dynamic, CEO, Vivian Shudde and leadership staff. The Brookwood Way presentations will cover a variety of topics traditionally presented at our live conference. Those sessions are described in detail in the program schedule. Please join 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, 4 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 140 adults participate in our day program at the Brookwood main campus, Brookwood in Gallery Furniture Grand Parkway and Brookwood Woodlands in The Woodlands United Methodist Church. 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

**June 2, 2021**

**8:30 AM**  
**Welcome**  
*Vivian Shudde, CEO – Brookwood Community*

**9:00 AM**  
**Getting Crystal Clear on Your Vision (NEW!)**  
*Kayleen Marshall – Founder/CEO – Viaggio Group*

Author, speaker, and pastor Andy Stanley says this about Vision. "Vision is a clear mental picture of what could be, fueled by the conviction that it *should* be." As a leader, we must be led by vision. Jesus said himself, "Without vision people will perish". This workshop will focus on the process that one follows to develop and maintain vision and WHY it needs to be crystal clear.

**10:00 AM**  
**Do Something**  
*Vivian Shudde, CEO – Brookwood Community*

Brookwood CEO, Vivian Shudde has a goal during this session to inspire participants to take action toward their vision. Her intent is to give practical steps to a mindset that will allow for a program to evolve.
June 16, 2021

9:00 AM  Steps to Starting a Program (NEW!)
Becah Butler, Chief Learning Officer and Director, Center for Learning – Brookwood Community

Brookwood recently opened a satellite program in The Woodlands, Texas. The presentation will focus on the evolution of this program through patience, God’s timing, and the development of quality programming based on the strengths of those in need.

10:00 AM  The Importance of Meaningful Work
Vivian Shudde, CEO – Brookwood Community

Why are enterprises important? How does Brookwood sell what it makes? Why are enterprise experts important? These are questions Brookwood Community Members ask themselves every day and we are delighted to share our thoughts with you!

June 30, 2021

9:00 AM  Residential
Kevin Coleman, Residential Manager – Brookwood Community

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.

10:00 AM  Admissions and Accommodating Neurodiversity
Laura DeMunbrun, Admissions Director – Brookwood Community

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.
9:00 AM  
Top 10 FUNdraising FUNdamentals  
_Carol Thornburg, Chief Development Officer – Brookwood Community_

Whether brand-new to fundraising or a seasoned professional, this session will provide ways to put FUN into raising funds for your organization.

10:00 AM  
Spread the Word, Not the Budget: Keys to Marketing on a Shoestring Budget  
_Jennifer Tiedt, Marketing Manager – Brookwood Community_

Fulfilling those big dreams on a modest marketing budget is possible with a little creativity. Hear more about non-profit marketing tips of the trade that will give you the biggest bang for your buck.

Volunteers Make the World Go Round  
_Karen Pollard, Volunteer Coordinator – Brookwood Community_

Ways to build your volunteer team and keep them coming back.
9:00 AM  Work Program  
Adrianne Nowlin, Work Program Director – Brookwood Community

In this session, you will get a glimpse into a typical Brookwood Citizen’s workday. Workshop logistics such as production goals, shop structure and routines, lunch and breaks will be highlighted. Insight will be provided 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.

10:00 AM  Health & Nutrition  
Wendy Dicken, Medical Director – Brookwood Community  
Heidi Farmer, Integrative Nutritionist – Brookwood Community  
Greg Glauser, Activities Director – Brookwood Community

At Brookwood, we believe in an integrated approach to health and wellness. In this session, our Medical Director, Activities Director, and Integrative Nutritionist will each speak to their aspect of this interwoven approach. The Medical Director will focus on Brookwood’s residential care model and how medical care at Brookwood is handled over the duration of a Citizen’s life. The talk will also focus on medical support for day program and Brookwood’s partnerships with the greater Houston medical community. Our Activities Director will talk about Brookwood’s commitment to an active lifestyle, which is adapted to each Citizen’s social, physical and emotional needs. This session will focus on how to create an environment where exercise is so much fun that a Citizen may not even realize it is happening. Lastly, participants will hear from our Integrative Nutritionist, who is passionate about using food as medicine by incorporating a diet of fresh food within an active lifestyle.

11:00 AM  Closing Remarks  
Becca Butler, Chief Learning Officer and Director, Center for Learning – Brookwood Community