

# Becky McCray

International Speaker on Rural  
and Small Town Development

[www.BeckyMcCray.com](http://www.BeckyMcCray.com)



**I help you shape a brighter future for your community** no matter what the negative people do, giving you practical steps you can put into action right away.

My advice is based on my real-world experience as a lifelong entrepreneur and rancher.

**I don't just talk about rural issues; I live them.**

## Interactive keynotes and workshops

### **Developing Resilient Communities: The Idea Friendly Method**

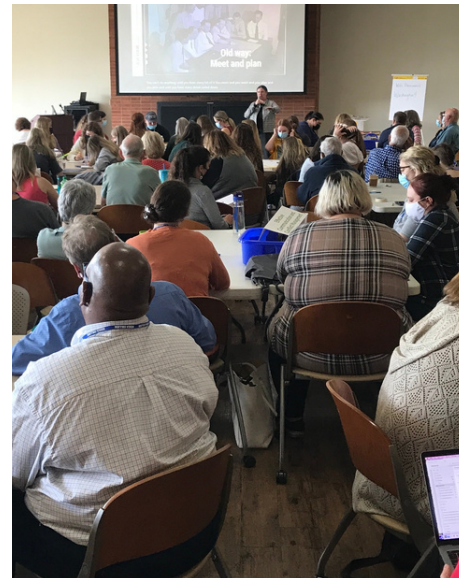
Learn 3 practical ways to rebuild and position your community to thrive no matter what the future brings.

### **Refilling Your Business Pipeline: Innovative Business Models**

Learn how local entrepreneurs are starting up and succeeding using these innovative lower-risk business models.

### **Pull Your Town Together: Overcoming Divisiveness**

Learn how to bring people together across groups, give everyone a small but meaningful role, and create experiences that change people's thinking.



**Over 270 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:**

**Main Street America**, American Independent Business Alliance, **NADO**, National Summit on Rural Entrepreneurship, **IEDC**, US Senate staff briefing on rural broadband, and **TEDxGympie** in rural Australia.



## 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 want to go out and change the world after listening to a mere 12 minutes of Becky McCray!**

Victoria Hirschberg, Tennessee

**Nine years later, people still talk about your visit.**

Clark Hoskin, Ontario, Canada

**Great presenter who is obviously passionate and genuine about what she does, and embodies economic development in her everyday work.**

Kathleen Code, British Columbia, Canada

**I'm going to give Becky 10/10: art, plant, great lighting, great sound. You're a good role model for presenting online.**

Lisa Sieverts, New Hampshire

**Audience optimism showed a 16.8% increase**

Big Ideas for Small Towns, North Dakota



## Services

Keynotes and interactive workshops

Host, emcee, moderator and facilitator

In-person, virtual, hybrid and remote

Visits, walkarounds and small groups

Micro-coaching sessions

## Key topics

Rural, small towns

Entrepreneurship, small business

Economic, community development

Downtowns, placemaking

Revitalization, community vitality