

Becky McCray

International Speaker on Rural and
Small Town Development Topics

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 strengthen 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:**

IEDC, American Independent Business Alliance, **Main Street
America**, **NADO**, National Summit on Rural Entrepreneurship 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