

# 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 opposition you face, giving you  
practical steps you can put into action right away. My  
advice is based on my real-world experience as an  
entrepreneur, community member and rancher.  
**I don't just talk about rural issues; I live them.**

## Interactive keynotes and workshops

### **The Idea Friendly Method: Open Up to New Ideas**

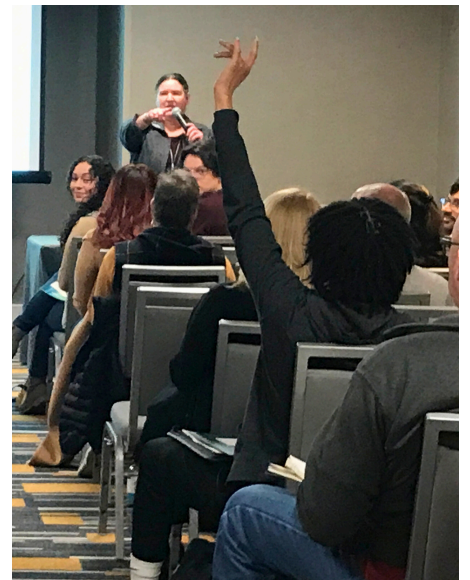
Learn 3 practical ways to strengthen your community ties, overcome divisiveness and overcome old-way thinking to thrive no matter what the future brings.

### **Innovative Business Models to Grow Entrepreneurship**

Learn how local entrepreneurs are starting up and succeeding using these innovative lower-risk business models: Tiny, Temporary, Together and more.

### **Find More Volunteers: Beyond the Same Ten People**

Learn how to let go of old ways that no longer serve us and tap new behavior trends to attract more new volunteers.



**Chosen by over 300 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, Main Street America, National Summit on Rural Entrepreneurship, Canadian Beef Industry Conference, NADO Radically Rural, Harvard Kennedy School and TEDx 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 was thunderstruck by your insightful comments and step-by-step instructions. I have been following your work and using it with my undergraduate students for many years.**

Peter H. Hackbert, Kentucky

**In the first 15 minutes, I knew you were going to revolutionize the whole way we approach economic development.**

Kathryn Witherington, Washington

**This was a fantastic webinar chockablock with easy, doable, accessible ideas. An attendee even said it was the best webinar they've ever been to.**

Heather Hallgrimson, Saskatchewan, Canada

**Becky has a passion for rural communities and very practical advice that attendees can use in their communities immediately. We're excited to have her return for another event.**

Paul Kimmel, Idaho

**It's like you're living in my life! I wrote down ten a-ha! moments.**

Michelle Burgess, North Carolina



## Services

Keynotes and interactive workshops

Host, emcee, moderator and facilitator

In-person, virtual, hybrid and remote

Visits, walkarounds, core group boosts

Online training at [SaveYour.Town](https://www.saveyour.town)

## Key topics

Rural, small towns, downtowns

Entrepreneurship, small business

Economic, community development

Economic mobility, opportunity

Revitalization, vitality, placemaking