

# BLUE RIDGE INSTITUTE

FOR SOUTHERN COMMUNITY SERVICE EXECUTIVES



JULY 25–30, 2010  
FALL CREEK FALLS STATE PARK, TN

INSPIRATION  
PERSPIRATION  
RESTORATION

# *Thanks & Appreciation*

to MUTUAL OF AMERICA for their very generous support and sponsorship of this year's program. We encourage BRI members to consider the services of MUTUAL OF AMERICA when planning retirement benefits for their staff.



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Welcome to the 83rd Blue Ridge Institute for Southern Community Service Executives!

Since its founding in 1927, the Institute has served a vital role in supporting and reinvigorating its members as they strive to serve their communities with excellence.

The Institute truly is a community that comes together each summer and offers a unique blend of traditions, learning, fun and fellowship. Each year, friendships are formed and nourished, and we all return to our communities reenergized. And given the challenges faced by many in our home communities, keeping the fire of our passion and commitment to our communities burning brightly has perhaps never been of greater importance.

The success of the Institute relies on the volunteer spirit and hard work of its members. This year, 2010 Program Chair Kathy Ralston and her committee have assembled an excellent set of speakers who will inspire and challenge us.

My wish is that you take maximum advantage of all the 83rd Institute has to offer—friends, new and old, an excellent program, and ample opportunities to relax and recreate. Enjoy—there really is nothing to compare to the Blue Ridge Institute and that is all because of you. **You are the Institute!** Rock on!

Sincerely,

**Joe Tolan**  
2010 President  
Blue Ridge Institute





The Blue Ridge Institute is unlike any other conference experience most of us have had, for several reasons. Held in a more relaxed setting than most conferences, BRI provides a perfect backdrop to recharge our personal and professional batteries given the demands we face as human care executives. Many Blue Ridgers bring their families along for the week. BRI is also steeped in tradition, some from its very beginning in 1927.

By design, BRI is held in a rustic setting, away from the hustle and bustle of the working world. We find time at BRI to focus on new perspectives and make new connections in our field of human care services. Each day, thought-provoking professional development sessions lead into afternoons and evenings that offer a variety of optional activities from canoeing, hiking and cookouts to softball and line dancing. Many members choose to spend their time more quietly by relaxing, reading, or discussing the day's presentation with new colleagues and "old" friends. And no matter what, we laugh together!

We strive to attract great thinkers for our conference sessions—outstanding leaders, writers, and speakers who challenge and stretch us. Another unique aspect of the BRI program is the Blue Ridge News, our own version of CNN that reviews the prior day with good-natured ribbing and meaningful commentary.

BRI is not for everyone. The activities offered and the pace of the week are so different from other conferences and from our normal busy lives that some executives find it unsettling! In the end, most of us savor the rejuvenating and uplifting effect of BRI. Many of us have formed life-long friendships with colleagues we first met at BRI.

In the midst of URGENT challenges, we'll hear from leaders who found—or created—inspirational solutions that propelled them beyond merely enduring to achieving extraordinary results in their work, their organizations and their lives. Their strategies and stories will inspire you to look at the challenges you're managing in new ways. Join us for this week packed with innovative strategies, new perspectives, gentle reminders and good friends!

**Sunday Evening Opening Welcome Session**

**An Evening of Inspiration**

Join us for our opening session of entertainment and insights. We'll enjoy music performed by The Agape Singers from Clark United Methodist Church in Nashville and an inspirational message from Major George Polarek, Assistant Executive Director with the Salvation Army World Service Office. The evening will include three segments—Voices of Despair, Voices of Hope and Voices of Inspiration. Check out: [www.SAWSO.org](http://www.SAWSO.org)

**Monday Morning Plenary Session**  
**Monday Afternoon Supplementary Session**

**Jody Kretzmann, Co-Founder**  
**Asset-Based Community Development Institute**

Kretzmann will review earlier insights regarding resources already present in our communities, then delve deeper into strategies that have proven successful over the past several years. What's common to those who have succeeded using this model, and what obstacles have they avoided or overcome? This will be a highly interactive session with opportunities for us to learn from and work with current, real-life examples. The supplementary session will be a workshop format. Check out: [www.abcdinstitute.org](http://www.abcdinstitute.org)

**Tuesday Morning Plenary Session**

**Gary Harpst, Founder**  
**Six Disciplines**

Following his business success as the founder and CEO of Solomon Software, Harpst launched Six Disciplines focused on coaching organizations to determine goals, then set and execute strategies. Harpst's unique perspective helps anticipate the distractions most likely to delay or stall execution—both in leaders as well as individuals throughout the organizations. Prepare to be challenged on the specifics of being a better leader and keys to building leadership skills in people throughout your organization. Check out: [www.SixDisciplines.com](http://www.SixDisciplines.com)

**Wednesday Morning Plenary Session**  
**Wednesday Afternoon Supplementary Session**

**Bill Thrall, Vice Chairman**  
**Truefaced-Leadership Catalyst**

An inspirational speaker and author, Thrall helps leaders integrate trust into all key relationships and mentor others who can help infuse character-based values throughout their organizations. His topic, "Building and Restoring Trust in Our Organizations," is sure to provide new insights and important reminders. Check out: [www.truefaced.com](http://www.truefaced.com)

**Thursday Morning Plenary Session**

**Jimmy Bailey, President:** Bailey & Associates  
 South Carolina State House of Representatives  
 Founder & CEO: YEScarolina

A business person, politician and entrepreneur—all three describe Bailey, who will focus on the award-winning organization he founded to help at-risk young people develop their entrepreneurial skills to move them out of poverty. In addition, he will share insights on how leaders in every community can incubate and launch similar programs.

**Friday Morning Plenary Session**

**Pierce Pettis, Singer-Songwriter**

After a life-time of crafting finely-wrought, heart-touching songs—including songs recorded by Joan Baez, Dar Williams, Garth Brooks and Art Garfunkel—Pettis says he's finally found his comfort zone, "realizing that purpose is not fame and fortune (whatever that is) but simply doing good work." His musical summary of our week-long theme will send us home with soulful reminders to fully re-engage in our purpose and passions. Check out: [www.piercepettis.com](http://www.piercepettis.com)

## Sunday Night Opening Welcome Session

The Agape Singers, Clark United Methodist Church & Major George Polarek, Assistant Executive Director, The Salvation Army World Service Office (SAWSO)



### VOICES OF HAITI

#### A Testament to the Resilience of the Human Spirit

Join us for our opening session of entertainment and insights in three segments:

- **Voices of Despair** – The aftermath of the disaster
- **Voices of Hope** – Moving from relief to recovery
- **Voices of Inspiration** – Signs of healing and rebuilding

We'll enjoy music performed by The Agape Singers from Clark United Methodist Church in Nashville and an inspirational message from Major George Polarek, Assistant Executive Director, The Salvation Army World Service Office (SAWSO).

Major Polarek's primary responsibilities are the coordination of The Salvation Army's humanitarian services around the world. He will share their work, including insights from the ongoing relief efforts in Haiti. These stories are shared against the backdrop of previous experiences including his appointment as Incident Commander for the New York World Trade Center effective September 11, 2001, the response to the tsunami in Indonesia, and several other humanitarian missions around the globe.

Together, The Agape Singers and Major Polarek will set the tone for our week together, providing examples in word and song that inspiration and perspiration are each necessary in our ability to make a difference in our lives, in our work and in the communities we serve.

For more information, visit: [www.SAWSO.org](http://www.SAWSO.org)





## Monday Morning Plenary Session

Jody Kretzmann, Co-Founder  
 Asset-Based Community  
 Development (ABCD) Institute

## Monday Afternoon Supplementary Session

**Practical Tools and Strategies for  
 Building Vital Communities**

**S**eventeen years ago, Kretzmann and John L. McKnight launched a new concept in community building with their popular book, "Building Communities from the Inside Out: A Path Toward Finding and Mobilizing a Community's Assets." Their perspectives turned conventional thinking in a new direction and resulted in a new language and strategies based on assets vs. needs. Some professionals, activists and volunteers found the concepts very effective. Others slid back into business as usual.

The ABCD Institute is a research project of the School of Education and Social Policy at Northwestern University. The Institute works with community building leaders across North America and five other continents to conduct research, produce materials and support community-based efforts to mobilize citizens' resources to solve problems.

Kretzmann will review earlier insights regarding resources already present in our communities, then delve deeper into strategies that have proven successful over the past several years. What's common to those who have succeeded using this model, and what obstacles have they avoided or overcome? This will be a highly interactive session with opportunities for us to learn from and work with current, real-life examples.

The Supplementary Afternoon Session, entitled "Practical Tools and Strategies for Building Vital Communities" will be a highly interactive workshop. Discussions and exercises will encourage participants to customize the tools that have been developed by the ABCD Institute for the Kellogg Foundation, and used by hundreds of organizations across the country to help address the challenges and opportunities in their communities.

For more information, visit: [www.abcdinstitute.org](http://www.abcdinstitute.org)

## Tuesday Morning Plenary Session

Gary Harpst, Founder  
The Journey Continues: The Best Is Still Ahead  
Six Disciplines



**F**ollowing his business success as the founder and CEO of Solomon Software, Harpst launched Six Disciplines focused on coaching organizations to determine goals, set strategies and execute them. He shares openly about how his greatest learnings and breakthroughs were incubated in some of his greatest “mistakes.”

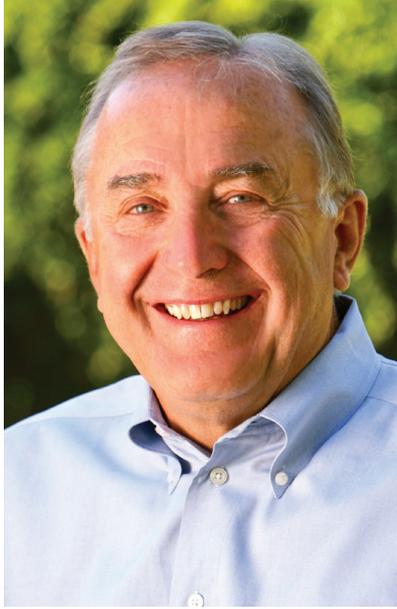
He will be relating his business experiences and how those adventures lead him to the conviction to launch Six Disciplines.

Does every person in your organization know what they “should” do (strategies)? If you can answer yes, then does every person in your organization do what they should do (execution)? The first problem is a communication and collaboration challenge. The second issue, however, gets right down to what it means to be human. Many of us are easily distracted from doing what we know we should.

Prepare yourself to be challenged on the specifics of being a better leader and how to build better leadership into each person in your organization.

For more information, visit: [www.SixDisciplines.com](http://www.SixDisciplines.com)





## Wednesday Morning Plenary Session

Bill Thrall, Vice Chairman  
TrueFaced-Leadership Catalyst  
**Building and Restoring Trust In Our Organizations**

## Wed. Afternoon Supplementary Session

**More interaction time with Bill and your colleagues**

Inspirational speaker and author Bill Thrall helps leaders integrate trust in relationships and mentor others who can help infuse character-based values throughout their organizations. There's a reason everyone from CEOs of worldwide companies to newlyweds want to have Bill Thrall as their mentor. His

experience and wisdom continue to prove true as he helps others establish trust in all their key relationships and nurtures grace-based communities.

Bill's eloquence and integrity have given him opportunities to teach TrueFaced's principles internationally. His wisdom has been penned throughout the entire series of "The Ascent of a Leader; Beyond Your Best; Bo's Café; and TrueFaced Experience" books.

Prepare to be reminded, encouraged and empowered.

The supplementary afternoon session will provide more in-depth opportunities to personally interact with Bill and your colleagues from across the region.

For more information, visit: [www.truefaced.com](http://www.truefaced.com)



## Thursday Morning Plenary Session

Jimmy Bailey, President: Bailey & Associates  
South Carolina State House of Representatives  
Founder & CEO: YEScarolina

A business person, politician and entrepreneur—all three describe Bailey, who will focus on the award-winning organization he founded to help at-risk young people develop their entrepreneurial skills to move them out of poverty. In addition, he will share insights on how every community can incubate and launch similar programs.

While working as a three-term South Carolina State Representative and as President of Bailey & Associates (a commercial real estate firm), Bailey discovered a recurring theme—people can achieve great success, if they have tools and are given a chance.

Since graduation from college, Bailey has never had a salary; he has earned his livelihood on commission. He believes others can develop their motivation to succeed as well.

Following his retirement from life as an elected official, Bailey has actively supported the National Foundation for Teaching Entrepreneurships (NFTE) with the belief that entrepreneurship can connect young people from low-income communities to school, community and the workplace.





## Friday Morning Plenary Session

Pierce Pettis, Singer-Songwriter  
**Hearing the Music of our Lives**

**P**ettis will conclude our week, interpreting our 2010 Program: Inspiration, Perspiration and Restoration, through lyric and melody.

A music review notes, “Pierce Pettis doesn’t write mere songs, he writes literature. End to end, the songwriting is brilliant. His singing is marvelous, wry and warm.”

After a life-time of crafting finely-wrought, heart-touching songs – including songs recorded by Joan Baez, Dar Williams, Garth Brooks and Art Garfunkel

– Pettis says he’s finally found his comfort zone, “realizing that purpose is not fame and fortune (whatever that is) but simply doing good work.”

He will share a musical summary of our program theme, and send us home with soulful reminders to fully re-engage in our purpose and passions.

For more information, visit: [www.piercepettis.com](http://www.piercepettis.com)



Our thanks to the following Blue Ridgers, and their home team members, for their exceptional support of the 2010 Blue Ridge Institute:

**Luanne Panacek, CEO**

**Children's Board of Hillsborough County** – for contributing one of their Cvent events to utilize for our 2010 BRI online registration, and for their continued support in producing the ONLY Officially Authorized BRI Commemorative Printed Program for the second year in a row.

**Children's Board staff team BRI heroes:**

**Veronica Blanco** – for unlimited patience in developing, implementing and maintaining the 2010 BRI Online Registration site

**Rick Lence** – for designing and producing this gorgeous – the one and ONLY BRI 2010 Officially Authorized Commemorative Printed Program

**Terry Tolan, President**

**United Way of Kentucky** – for support services to help launch the new OFFICIAL BRI Website, and encouraging the enthusiastic support of her team.

**United Way of Kentucky staff team BRI hero:**

**Kevin Middleton** – for developing, implementing and maintaining the only OFFICIAL BRI Website, and for his exceptional support and technical expertise throughout the registration design process.

**Patrick N. Jinks, President/CEO**

**United Way of Danville, Pittsylvania County** – for so skillfully capturing the spirit of the Blue Ridge Institute through his ever-ready camera lens. AND for generously sharing the images that chronicle our memories, remind us why we cherish the BRI experience, and helps encourage others to join us.

**Kevin W. Tomson-Hooper, Territorial Director for Social Services**

**The Salvation Army, Territorial Headquarters, Atlanta, Georgia** – for being a 2010 BRI Program Committee member extraordinaire, and to The Salvation Army for generously printing the ONLY Officially Authorized BRI Commemorative Printed Program.



## **What is the Blue Ridge Institute?**

Welcome to the 83rd year of the Blue Ridge Institute and our second year at the Fall Creek Falls State Park, a place of peace and beauty that rivals the beloved YMCA Christian Camp at Black Mountain, our previous home.

The Blue Ridge Institute for Southern Community Executives (referred to as the “Institute” or “Blue Ridge”) was begun in 1927 by Arthur Guild, the Director of the Richmond (VA) Community Fund, as a way to improve existing leadership and create a desire in communities across the south for better trained people. The experience of Blue Ridge varies among participants, however, what we share is our vision of Blue Ridge as “people, program and place.”

## **The People**

First and foremost, Blue Ridge is about fellowship—the fellowship that develops as a result of spending a week together learning, playing and laughing until you cry. It is about making friendships that last a lifetime and mentorship relationships that run the duration of a career. It is about family returning each year to a safe and wholesome place where colleagues can take special pleasure in seeing the children of Blue Ridge grow up and demonstrate new talents and skills at the talent show.

You are here because of who you are as a person. The member who nominated you believed you to be the type of leader who has the Blue Ridge spirit—down to earth, open to learning, always willing to extend a helping hand. Invitations to Blue Ridge come from the Board of Directors and are personal and not transferable because it is you we are specifically interested in.

## **The Program**

Be forewarned—it is an unwritten law that when the Blue Ridge President asks you to do something about the program, or any other activity, you agree immediately to do it. The program is central to the success of the Blue Ridge Institute. Over the years, our top-notch programs with nationally recognized speakers have been timely, thought provoking, challenging and instructive to attendees who represent not for profit agencies, schools, governmental departments and other community service organizations. Each year, Blue Ridgers give generously of their time and money to make the organization productive. Everything at Blue Ridge is developed entirely by volunteers, including the program.

The Institute opens on Sunday evening with a program to launch the week and the opportunity to meet new Blue Ridge members or “freshpersons.” Attendance and participation in daily program sessions are requisite. The Institute program fills the morning of each day. This year, two afternoon sessions are being offered on an elective basis for more in-depth and hands-on training and discussion.

Board and committee meetings are often scheduled before breakfast or in the afternoons or early evening. However, a considerable amount of time is set aside each day for Institute members and their families to have free time to enjoy the park and leisure activities or to just kick back and “recharge” in our beautiful scenic environment.

## **The Place**

We are at Fall Creek Falls for our second year. The decision to move here from North Carolina was a difficult one debated over the last couple of years until we realized that “place” was more about the people, the quality program and the ability to create the Blue

Ridge culture in a tranquil setting. We have these things at Fall Creek Falls. The park is beautiful and offers many leisure activities including hiking, canoeing, swimming, driving tours and golf, as well as planned programs offered by the park. The Institute schedule also outlines various activities available to Blue Ridgers during the afternoon and early evening hours.

Given the casual nature of the place, the dress at Blue Ridge is informal. Slacks, shorts and other comfortable attire are typical. The only time during the week that we dress up as a group is for the Presidential Ball on Wednesday evening when most of our group comes together for a special celebration dinner where we recognize the outgoing President and dance the night away.

### **Governance Structure**

The Blue Ridge Institute is a 501(c)(4) and the Blue Ridge Institute Development Fund is a 501(c)(3) making it eligible for tax-exempt contributions. The Development Fund is positioned to finance special programs and projects that will benefit those who participate in the annual Institute, now and in the future. The Legacy Video Project, which is now posted on our BRI website, is one such activity that was unveiled last year.

The governing body for the Institute (the Board of Directors) is a self-perpetuating group without affiliation to any particular community or organization. The Development Fund Board is made up of the top four officers of the Institute: the President, the President-elect, the three most recent past presidents of the Institute, the Secretary and the Treasurer. The board members and officers of both the Development Fund and Institute are elected by attendees at the annual Blue Ridge Institute in July. The Board of Directors of more than 30 persons meet in Atlanta during early December in addition to meeting while at Blue Ridge in July.

### **The Traditions**

Our theme song at Blue Ridge has been **“The Little Old Red Shawl My Mother Wore,”** which we sing at all general sessions during the week. The late Judge Walter Criswell, a charter member of Blue Ridge and the second President of the Institute introduced this song to Blue Ridge. Mrs. Arthur Jones of Charlotte, North Carolina (wife of our sixth President) made a real red shawl that remains in the custody of the current Institute President.

**The Blue Ridge News**—has nothing to do necessarily with veracity or accuracy, but entertains and delights as the intrepid reporters expose the funny, ironic sides of our featured speakers and conference attendees.

**The Salvation Army**—harmonizing to the music of Salvation Army musicians gives us the chance to belt out a song like no one is listening first thing every morning. It also provides a spiritual satisfaction which we carry with us each day of the Institute.

**The Talent Show**—has nothing to do necessarily with talent, although you’ll be surprised by the hidden talent some Blue Ridgers have. The talent show is about fellowship, fun and entertainment and is considered one of the highlights of the week.

Finally, Blue Ridge and many of its traditions and activities may seem old fashioned and even hokey to the fresh-person. But typically by the end of the week, as we sing for the last time and say goodbye for another year, new members realize that a part of their soul has been longing for Blue Ridge—the fellowship, the tranquility and the renewal.

**We are delighted you are here with us this year and hope you will return.**



Arthur A. Guild  
1927-1938



Walter S. Criswell  
1939-1940



Florence Adams  
1941-1942



Sherwood H. Smith  
1943-1945



Fred L. Huffman  
1946-1947



Arthur H. Jones  
1948



George E. Rice  
1961



Helen J. Lewis  
1963



William Kaufman  
1965



Charles W. Fruit  
1966-1967



K.C. Latimer  
1968-1969



Mary Free  
1970-1971



Edwin C. Cotton  
1978



Elizabeth G. Gower  
1979



Dwyer C. Sump  
1980



Tommy R. Perkins  
1981



Myles MacDonald  
1982



Joe Medlin  
1983



Marcia Parker  
1990



Lt. Colonel John Mikles  
1991



Cecil Hayes  
1992



Phil Acord  
1993



William J. Knowles  
1994



Harrison Reardon  
1995



Robert Reifsnyder  
2002



Ricardo "Ric" Perez  
2003



James E. Oliver  
2004



Terry S. Tolan  
2005



Gwen Monroe  
2006



Jim Morrison  
2007



Olin W. LeBaron  
1949-1950



Lester H. Robb  
1951-1952



Dr. Ruth Shiffmann  
Bescherer 1953-1954



Harold J. Weekley  
1955-1956



John G. Strohecker  
1957-1958



William L. Leap  
1959-1960



Martin R. Barnes  
1972



Commissioner John D.  
Needham 1973



Eugenia Dobson  
Henry 1974



Irene H. Burnett  
1975



Ashton Brisolaro  
1976



Paul E. Parks  
1977



Charles Fleming  
1984



Wanda B. Phibbs  
1985



Wayne R. Davis  
1986



Leo O. Dees  
1987



A.G. Spizziri  
1988



H. Gene Herrell  
1989



Dr. Jay Childress  
1996



Larry G. Betts  
1997



Edward Garrison  
1998



Nan Selz  
1999



Leon Matthews  
2000



Anne Osborne  
Kilpatrick 2001



Louise Burgess  
2008



Ronald Lee Logsdon  
2009

# PAST PRESIDENTS

# 2009-10 BOARD MEMBERS

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President Elect  
VP Programs  
VP Programs Elect  
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Weldon Mikulik  
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Patty Harman  
Suzie Foley  
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Corrine Danielson  
Andrea Smith  
Eileen Boyle  
Wanda Bertram  
Venita Garvin Valdez  
Anne Walker  
Phil Kolodziej  
Jim Akin  
Bo Walker

Joe.tolan@metrounitedway.org  
mjmtpa@verizon.net  
kralston@albemarle.org  
lpanacek@childrensboard.org  
Terry.tolan@uwky.org  
wmik@bellsouth.net  
dmcvety@unitedwaydallas.org  
pattyharman@monroeharding.org  
Suzie.foley@greenvillefreeclinic.org  
kroday@child-family.org  
danielsonc@bellsouth.net  
Andrea.smith@senioraction.org  
eboyle@afmfl.org  
wbertram@lexlinc.org  
vrgarvin@aol.com  
jlopez@alstonwilkessociety.org  
Pkolodziej@aol.com  
jim@naswfl.org  
bwalker@partnershipfca.com

## State Representatives

Virginia  
Florida  
Kentucky and Ohio  
Texas  
Arkansas  
Tennessee  
Georgia  
North Carolina  
South Carolina  
National / Other  
Other Southern States

Patrick Jinks  
Joe Robinson  
Steve Perkins  
Karen Johnson  
Charles Deville  
Mike Warr  
Rubielin Norris  
Barbara Whitley  
Cindy Alewine  
Tish McCutchen  
Eileen Boyle

Patrick.jinks@unitedway.org  
nbcsc@cfl.rr.com  
stephenperkins@me.com  
Karen.johnson@uwtexas.org  
cdevillejr@fsainc.org  
mwarr@porterleath.org  
rubnuw@bellsouth.net  
bwhitley@vnet.net  
Cindy.alewine@alz.org  
Tish.mccutchen@uwa.unitedway.org  
eboyle@afmfl.org

## At Large

Sharon Hurt  
Rob Rains  
Dennis Brice  
Jaynee Day  
Paul D'Agostino  
Carl Lavender  
Lynnda Bassham  
Kevin Tomson-Hooper  
Steve Bogus  
Lynn Blanchard  
Ron Smith  
Nancy Dion  
Estrellita Berry  
Ron Busroe  
Michael (Tony) Martini

jumpnow@bellsouth.net  
rrains@uwbrevard.org  
Dennis.brice@goodwillchatt.org  
jday@secondharvestmidtn.org  
pdag@cachillsborough.com  
clavendar@bgcsuncoast.org  
lbassham@lscog.org  
Kevin\_tomson-hooper@uss.salvationarmy.org  
sbogus@archlou.org  
Blanchard@unc.edu  
ronald.smith@dss.sc.gov  
nancyldion@aol.com  
lberry@hsc.usf.edu  
Ron.busroe@uss.salvationarmy.org  
tmartini@goodwillmemphis.org

**Past Presidents Voting Members**

Ron Logsdon	2009	ronlogsdon@aol.com
Weezie Burgess	2008	weezieburgess@gmail.com
Jim Morrison	2007	jmorrison@unitedwaync.org
Jim Oliver	2004	jimolivr@aol.com
Rob Reifsnyder	2002	Rob.reif@uwgc.org
Anne Kilpatrick	2001	kilpatao@musc.edu
Larry Betts	1997	lgbanb@aol.com
Harrison Reardon	1995	reardenh@bellsouth.net
Phil Acord	1993	ppasb4@aol.com
Elizabeth Gower	1979	Tomandducky@charter.net
Edwin Cotton	1978	
Irene Burnett	1975	iburnett@cfl.rr.com

**Past Presidents Emeritus Members**

Gwen Monroe	2006	Gwen.monroe@dss.virginia.gov
Terry Tolan	2005	terry.tolan@uwky.org

**Program Committee 2010**

**Kathy Ralston, Chair**  
 Albemarle Department of Social Services  
 Charlottesville, Virginia

**Libby Donoghue**  
 2-1-1 Brevard  
 Cocoa, Florida

**Kevin Tomson-Hooper**  
 The Salvation Army  
 Atlanta, Georgia

**Carl Lavender**  
 Boys & Girls Clubs of the Suncoast  
 Largo, Florida

**Tish McCutchen**  
 United Way Worldwide  
 Alexandria, Virginia

**DeeDee McVety**  
 United Way of Metropolitan Dallas  
 Dallas, Texas

**Steve Perkins**  
 Month One of Attempting Retirement  
 Louisville, Kentucky

*In Memoriam*

The Blue Ridge Institute honors the following members we have lost this past year. You have contributed greatly to BRI and influenced many of our lives. You are each in our hearts and will be forever missed.

Charles Fleming  
 Joe Medlin  
 Henry Zimmer

THANK  
YOU

WE LOOK FORWARD TO NEXT YEAR'S EVENT!



SAVE THE DATE...

July 24–29  
2011