

Who Should Attend?

We are searching for existing and emerging leaders who represent business, non-profit, government, law enforcement, faith, health care, news media and education. Participants must be prepared to attend the entire workshop and to honestly share their own stories and explore their own biases. Participants should come with open minds and open hearts, willing to be challenged to create a more inclusive Arkansas.

Applying to attend does not guarantee a place in the workshop. Candidates will be selected to ensure a diverse class particularly regarding race, gender, and profession. Limited partial scholarships will be available based on established need.

Ourtown is Presented in Partnership with:

Little Rock Regional Chamber of Commerce

North Little Rock Chamber of Commerce

City of Little Rock

City of North Little Rock

County Judge Buddy Villines

Social Justice Initiative, Philander Smith College

UALR Institute on Race & Ethnicity

How Effective Are JCA Programs?

"Ourtown had a very positive impact on my life, both business and social. I had a much deeper appreciation of race, gender and religion that was different from mine, plus I made new friends at the retreat. As a result, I have changed my perception and interaction with others."

Bob Birch, President & CEO
Centennial Bank, North Little Rock

"Energy Arkansas' experience with JCA has been through their outstanding knowledge and experience in preparing and delivering training to all our team members about how the power of a diverse group of people, and their ideas, strengthen any organization and better prepare it, and themselves for the future."

Hugh McDonald, President
Energy Arkansas

"Through the JCA training, all 280 employees of Central Arkansas Water better understand our commonalities and our differences. We have become closer as an organization and better appreciate the gifts that each of us bring to the task of providing clean water to our community. Overwhelmingly, our employees said this was the best training they'd ever had."

Graham Rich, CEO
Central Arkansas Water

"As a social work educator, I had taught courses and presented numerous times on diversity issues and oppression, so while I expected participating in Ourtown to be rewarding, I didn't expect it to be the life-changing experience it was. It profoundly affected me personally and professionally. If everyone could have an experience like Ourtown, relationships among diverse people in all types of organizations and businesses would improve dramatically."

Susan A. Hoffpauir, PhD
Associate Dean for Academic Affairs
UA Clinton School of Public Service

Bring Others Together. Set Yourself Apart.



*"My experiences in the JCA workshops have lingered and impacted the way I think and approach other people in powerfully helpful ways. **It was the kind of head and heart learning which can change lives.**"*

Greg Adams
Little Rock School Board Member
Director of Palliative Care Service,
Arkansas Children's Hospital

Sponsored by:



Ourtown Institute for Inclusive Leadership

Wed., Feb. 8 - Fri., Feb. 10, 2012
Red Apple Inn, Heber Springs, AR

Your Leadership Opportunity

Ourtown trains leaders who recognize our growing diversity as an opportunity. Graduates understand the benefits of an inclusive community where all voices are heard and all people are respected.

Ourtown is interactive and allows individuals to build the skills necessary to promote effective communication, positive interaction, and the prospect of coalitions for constructive change. It is designed to help participants increase their ability to talk, listen, and understand more effectively, and to act across intergroup barriers.

Ourtown Dates for 2012

February 8 - 10, 2012

Red Apple Inn, Heber Springs, Arkansas

Check in 4 - 5 p.m., Wednesday, Feb. 8.

Evening Program begins with supper at 5 p.m.

Training ends at noon on Friday, Feb. 10.

Effective Leadership Makes A Difference

Effective leaders understand that we lose great potential anytime we let barriers keep us from reaching out to those who are different.

Effective leaders know that there is much we can learn from hearing different perspectives and different experiences – and that when we listen, we begin to respect those differences.

Effective leaders realize that change is inevitable and the best leaders are proactive rather than reactive.

Benefits for Individual Participants

To lead Arkansas into the future, you must be able to reach across the barriers that keep us from working effectively together. Ourtown graduates will value diversity and learn to build bridges across the divides such as race, culture, gender, and geography.

Ourtown Applications are available on-line at:
www.arkansasjustcommunities.org
or phone: 501-372-5129.
Deadline for applications:
Friday, Feb. 3, 2012.

Benefits for Your Company/Organization

Arkansas' growing diversity is one of our greatest challenges but also one of our greatest opportunities. Ourtown graduates will be able to create inclusive companies, organizations and communities that get the best from everyone. An environment where all people feel included and valued yields greater commitment and motivation.

Inclusive companies can attract a diverse workforce, which will be critical to Arkansas' continued growth.

Inclusive companies and organizations are better positioned to serve new and emerging markets.

Inclusive institutions improve the quality of problem solving and innovation.

Cost is \$500 per participant.

Provides workshop and materials, t-shirt, private lodging, meals and snacks.



Over 500 leaders and potential leaders have participated in JCA's Ourtown and OurState programs. Pictured is OurState Class of 2006.