

Asset Based Community Development

In Action

***Mobilizing the gifts of people, organizations, and communities.
Powerful people and effective programs working together.***

October 28-29, 2010 Sacramento, California

Western Regional ABCD into Action Training

Sierra Health Foundation 1321 Garden Highway Sacramento, California 95833

Map and directions: <http://www.sierrahealth.org/doc.aspx?19>

Join us for an engaging and interactive learning event. This event will focus on asset based community development (ABCD) principles and applying them to mobilizing people, organizations and communities.

ABCD in Action is a learning experience that familiarizes participants with the basic concepts of Asset Based Community Development, teaches tools to put them into practice and provides participants opportunities to develop their skills in using the tools to improve programs and the effectiveness of their nonprofit organization, collaborative or local agency.

“People really want to get involved. There are assets and gifts out there in communities, and our job as good servants and as good leaders is having the ability to recognize those gifts in others, and help them put those gifts into action. Communities are filled with assets that we need to better recognize and mobilize if we’re really going to make a difference.”

*– First Lady Michele Obama,
June 16, 2009, referring to
the ABCD Approach.*

Participants in the training will:

- Learn the fundamental principles and practices of taking ABCD community building and organizing into action
- Learn how to engage institutions (health agencies, schools, social services) with their communities and vice versa
- Learn methods to tap into the unique power of individuals with gifts and their voluntary associations
- Practice how to build more community engagement and involvement
- Learn approaches to sustain community organizations and leaders
- Gain ideas for building successful agency resident / client partnerships
- Find and mobilize their organizational assets and their community assets to work together for stronger projects and programs
- Learn practical ways of social network organizing to develop more connected local communities where relationships among people grow
- Work on real life situations and develop action plans to take home

Part of the training emphasizes how to include and engage traditionally excluded people (usually “labeled” people with physical disabilities or illness, youth, seniors, immigrant communities, etc.)

How do I register?

Registration is \$195 for the two-day training.

The cost includes refreshments, snacks, light breakfast and full lunch both days – courtesy of the Sierra Health Foundation! You will also receive materials a copy of the book, [When People Care Enough to Act](#).

Send a check with your name, organization and title, address, phone, fax, email, and any special dietary considerations to:

Apple Pie
1980 Pebblewood Drive
Sacramento, CA 95833

(Apple Pie is a non-profit community building organization)

Questions? Need more information? Contact us!

Email Ron at ron@pacificcommunitiesolutions.com with “Sac ABCDinAction” in the subject line or

Call Ron at (916) 203-4051.

Faculty:



Ron Dwyer-Voss

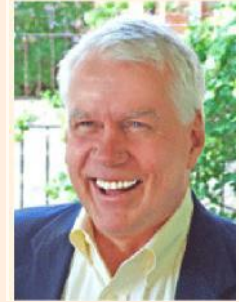
has worked over the past 25 years as a community organizer, community development corporation director, leadership development coach and trainer. He also served as an elected school board member. Ron began working with the predecessors to the ABCD model of community development while organizing in Chicago. Since then he has focused his work with faith-based communities, African-American, Latino and SouthEast Asian communities, youth coalitions

He has worked extensively in both urban and rural communities. He is the past chairperson of the National Community Building and Organizing Initiative of NeighborWorks (NW) America and has provided training in community engagement and mobilization at training institutes around the country. He also provides technical assistance to organizations seeking to engage residents and volunteers more authentically and sustainably. He also works with groups wanting to increase the effectiveness of their actions by building strong webs of relationships. He is a founding fellow of the North American ABCD Center, a husband, a parent of two wonderful teenagers and loves to spend time at the beach, in boats and playing in water.

www.pacificcommunitysolutions.com

"Ron has been organizing or leading urban neighborhoods and small towns since I met him in 1988. He naturally embraces an asset based approach to his life and work and has developed new ways for resident based organizations and associations to effectively develop power in their communities." - John Kretzmann, Ph.D., Founder and Co-Director, Asset Based Community Development Institute, Northwestern University.

Mike Green



offers ABCD training and consultation to organizations to engage their local communities as partners for collective action. He is a faculty member of the [Asset Based Community Development \(ABCD\) Institute](#). Mike teaches and consults throughout North America and

Internationally. Mike's focus is the practical implementation of ABCD principles. Mike was the training director of the ABCD Institute's

Neighborhood Circle for four years. Mike is a founding member of the ABCD Training Group and, with Henry Moore and John O'Brien, published a book and DVD about ABCD implementation for successful community partnerships: ["When People Care Enough To Act: ABCD In Action"](#) (Inclusion Press)

Mike has worked for over 25 years as a community organizer and community builder. He has experience developing neighborhood resident organizations, congregation based organizations, and community partnerships to address social and economic issues. Mike has also worked in business, having started three different companies. Mike is a social worker (M.S.W.) and has worked in human services, public welfare, mental health and schools. Mike helped start a small public school in Denver based on ABCD principles. His work focuses on the question of building more inclusive connected communities with more social networks, connections, and relationships. Out of care and relationship we act.

www.abcdtrainig.org

"Mike has a unique and rich set of experience and skills. We believe that Mike's many years of successful community organizing, community building and ABCD-related work make him an invaluable resource." - John McKnight and Jody Kretzmann, founders of ABCD Institute



Tara Zagofsky

specializes in facilitating and training multicultural groups while working in English and Spanish, both in the US and abroad. ABCD is at the heart of her work; she engages each participant's gifts in order to co-create strong organizations and vibrant communities.

Tara has over ten years of experience applying ABCD principles together with communities and organizations around the world. She first used ABCD while working as a community organizer in rural Panama. There she mobilized individual and local associations' assets to improve health and economic conditions benefiting the larger community. Since then she has consulted on public engagement strategies with local, state and international governments as well as nonprofit organizations. Some of her previous clients include UNICEF, Organization of American States, University of California and World Wildlife Fund. www.tarazagofsky.com

Registration Form

Registration is \$195. October 28-29, 2010. Sacramento, California

Send a check to:

*Apple Pie
1980 Pebblewood Drive
Sacramento, CA 95833*

Please include this information with your registration check:

Name:

Phone/Fax:

Organization and Title:

Email:

Address:

Special dietary considerations: