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2022

BRI INSIDER

The BRI insider is a sneak peek at what to bring, what to expect, and what to do while at BRI.

DISCLAIMER: WE ARE AT A NEW LOCATION THIS YEAR VISIT THE RESORT WEBSITE AT WWW.MASSANUTTEN.COM FOR MORE HELPFUL DETAILS.



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WHAT TO BRING

Whether you're an over-packer or an under-packer, a few essentials for a comfortable week at BRI include:

- Sunscreen and bathing suit
- Bug spray
- Cash/checkbook for activity fees, silent auction, and BRI bling.
- The food you can't live without (i.e. special coffee, alcohol, chocolate or kale, artisanal cheese, and bubbly water).
- Comfortable clothes including a jacket/sweater for the sometimes cold conference rooms.
- Comfortable shoes - there is a fair amount of movement between sessions, activities, and lodging.
- Your own bath/hair products.
- Water bottle/travel coffee mug (Mother Earth thanks you)
- If you must iron, bring one with you.
- Themed attire for the President's Ball dinner/dance, if you wish to dress up. (NOT required, but highly encouraged.)
- Cash for the cash bars.

If you still have room, consider bringing:

- Folding chair
- Pillows
- Towels (the Lodge provides but if you prefer substantial ...)
- Poncho/rain jacket/umbrella



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WHAT TO EXPECT

As a 95-plus-year-old organization, BRI has some unique traditions that carry us through our gatherings.

The Red Shawl

That Red Shawl meant something to the women of the 1920s: it meant the sweet taste of full American citizenship. When the Blue Ridge Institute for Southern Community Service Executives held its first conference in the summer of 1927, they knew exactly what the Red Shawl meant—and they soon adopted this powerful symbol of equality as the symbol of BRI. That should never be lost on us and we have a Little Old Red Shawl to remind us why we do it.

The Red Shawl Song

Blue Ridge Institute has a tradition of singing a song at the conclusion of each gathering. This tradition still continues today.

Oh, that little ole red shawl.
That little ole red shawl.
That little ole red shawl, my mother wore.
It was tattered it was torn.
It showed signs of being worn.
That little ole red shawl, my mother wore.





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Official BRI Salutation

Blue Ridge Institute has an official call and response used by members. We use this during official gatherings to greet each other individually or as a crowd attention-getter. This is a way to identify “Ridgers” to each other when in any setting.

Greeting: Hi-Di-Hi!

Response: Hi-Di-Ho!



Freshperson Cohorts

At the annual conference, attending new members are gathered into a cohort called Freshpersons. These folks are Freshpersons for the length of the conference.

Freshpersons complete service tasks throughout the conference week as a way to get to know other members. The cohort completes a skit for the annual talent show as a bonding ritual. At the conclusion of the conference, Freshpersons graduate to become full members of the Blue Ridge Institute.



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WHAT TO DO

There are many optional activities offering a refreshing change from our usual everyday routines. Almost all of the activities are open to everyone including families and guests. The activities are a great way for Blue Riders to connect with one another outside of the more formal sessions - laughing, playing, competing, and celebrating together. Some activities are scheduled and organized by BRI while others are available at the resort.

Resort activities are not organized by BRI. Lots of activities are available to all resort patrons and you are “on your own” to partake in those as you’d like. These excursions must be scheduled in advance through the resort and paid to the resort. You can find out more about recreation opportunities by visiting www.massresort.com/play/.

BRI coordinated activities are noted in the program booklet along with times, contacts, and any additional fees required for participation.

There are some things you can bring to participate in BRI coordinated activities.

- Props, musical instruments, etc. for your Talent Show performance and for just sitting around strumming.
- Cards and board games to share, in case of rain.
- Yoga mat
- Hiking shoes
- CASH, checkbook, or credit card to pay for participation in activities.

