A RETREAT FOR STARTING OR
TRANSFORMING YOUR
SERVICE-BASED BUSINESS
COME AWAY
WITH ME
NOVEMBER 12-14
SHENANDOAH, VA
EMAIL
DARA.L.MURRAY@GMAIL.COM
TO RESERVE YOUR SPOT

# Why Retreat?

In our increasingly virtual lives it can often feel like we have to be "on" all day. Our responsibilities are demanding, our world - distracting. Despite all that noise, we managed to find a *spark* - the idea to start, grow, or change a business. Without taking the time to honor that spark by pushing pause, altering our pace, and changing our scenery, we burn out. Take time for your inward growth with a supportive group of likeminded people walking a similar path. This is about going deep, not broad. By the end of this retreat you will feel energized and ready for your next step. Join me, won't you?

# Purpose

This intimate retreat of no more than 10 is designed for those who are about to launch or have recently launched a service-based business. It's also for anyone about to rebrand or pivot their existing small business.

Content sessions delivered by experts will give you the knowledge and skills you need for a productive weekend and beyond. You'll leave each experience feeling more motivated and confident. Custom one-on-one coaching sessions will ensure the retreat is relevant to your specific needs no matter what stage your business is in. Over three days, with all meals fully catered, you'll have enough time to pause, rest, reflect, plan, and practice. We've taken care of the details so you can focus on what matters.

Most of all, this retreat will be fun. Drawing on the wealth of knowledge and experience each attendee brings to the table will ensure your takeaways are rich and real. By the end of our time together you will be ready to get back to work solving problems and creating opportunities.

# RETREAT

WHAT YOU GET

## DAY 0

### PREPARE

*Participate in a 1-on-1 coaching call with your resident expert and keynote speaker Kim Wensel. Set goals for the retreat and photoshoot.*

## DAY 1

### CONNECT

*Your host Dara Murray will welcome you to your mountain oasis in the Shenandoah Valley. Get to know the rest of the crew over a catered dinner before retiring to one of our seven luxurious rooms in our three floor designer log cabin.*

## DAY 2

### COLLABORATE

*You'll start your day with some mindfulness and intention setting exercises led by Martha Artemis Rogers before diving into the core content. You'll collaborate with the other amazing attendees walking the same entrepreneurial path as you. All meals catered and included.*

## DAY 3

### CREATE

*On our final day, you'll rotate through a 1-on-1 coaching session with Kim, hair, makeup, and a mini brand photoshoot. We end our retreat with a circle led by Martha. Breakfast & lunch.*

**EMAIL DARA.L.MURRAY@GMAIL.COM**

*To reserve your spot for November 2021*

# Meet Your Keynote

Kim Wensel is a communications consultant, writer, and podcast host. At her firm, Pattern of Purpose, she works with business owners and emerging thought leaders to help them build recognition across and outside of their industry. Drawing on her background as a researcher and fundraiser, she utilizes storytelling principles to highlight the humans behind brands.

Kim believes that it isn't your idea that will make you out, but your story. She helps clients write their narrative — from their origin story to their pitches — in a way that captures their lived experience, their zone of genius, and their unique point of view.

Learn more about Kim at patternofpurpose.com

# Meet Your Guide

In Martha Artemis Rogers' own words, "I am an educator, creative, acupuncturist and apprentice to the natural world. I teach courses that are grounded in ancient, nature based wisdom traditions - Daoism, Chinese Medicine, Buddhism and Yogic Philosophy. Each class is designed to enhance well being, foster presence & reconnect you with the wisdom of your being."

In addition to the nature based, seasonal medicine courses Martha teachers, she is an adjunct faculty at Maryland University of Integrative Health where she has been teaching in the Acupuncture and Herbal Medicine program since 2009.

Learn more about Martha at fullmoonacu.com

# Meet Your Host

For over 10 years Dara Murray has supported mission-driven organizations to examine findings and incorporate insights as part of iterative program planning. Building from her experience as a national trainer, she's helped 200+ teams promote a unified culture of reflection, learning, and data-informed decision making. Now she's launching a business of her own - and she wants you to join in on the fun.

Dara has always been known as a convener - motivating, coaching, facilitating, and engaging expertise across divisions and throughout ranks with positivity and a sense of humor.

To reserve your retreat spot email Dara.L.Murray@gmail.com

# Meet Your Photographer

Lisa Hourin is a photographer, graphic designer, a wife, and mother to two teenage daughters. With a background in psychology and the fitness industry, she has been telling stories with her photography for nearly two decades. Though her professional relationship with photography started on the other side of the lens, she found her true calling capturing the inherent art and beauty of subjects with her creative, journalistic style.

Lisa's specialty is documenting emotions and authenticity. Her non-invasive, intimate nature allows clients to relax, emote, and be their true selves in the moment.

Learn more about Lisa at lisahourin.com

# Meet Your Stylist

Sei Bella Studio is a luxury salon suite focusing in onsite bridal hair and low maintenance, lived in coloring.

Mariah is a 27 year old second generation hair stylist from New Hampshire. She found her way to Charlottesville 5 and a half years ago and fell in love with the mountains that gave her a bit of home. Mariah opened Sei Bella Studio almost two years ago after really struggling to find her direction in the hair industry. Having the ability to create her own mission, brand and purpose in the hair industry really reignited her passion for the work she does.

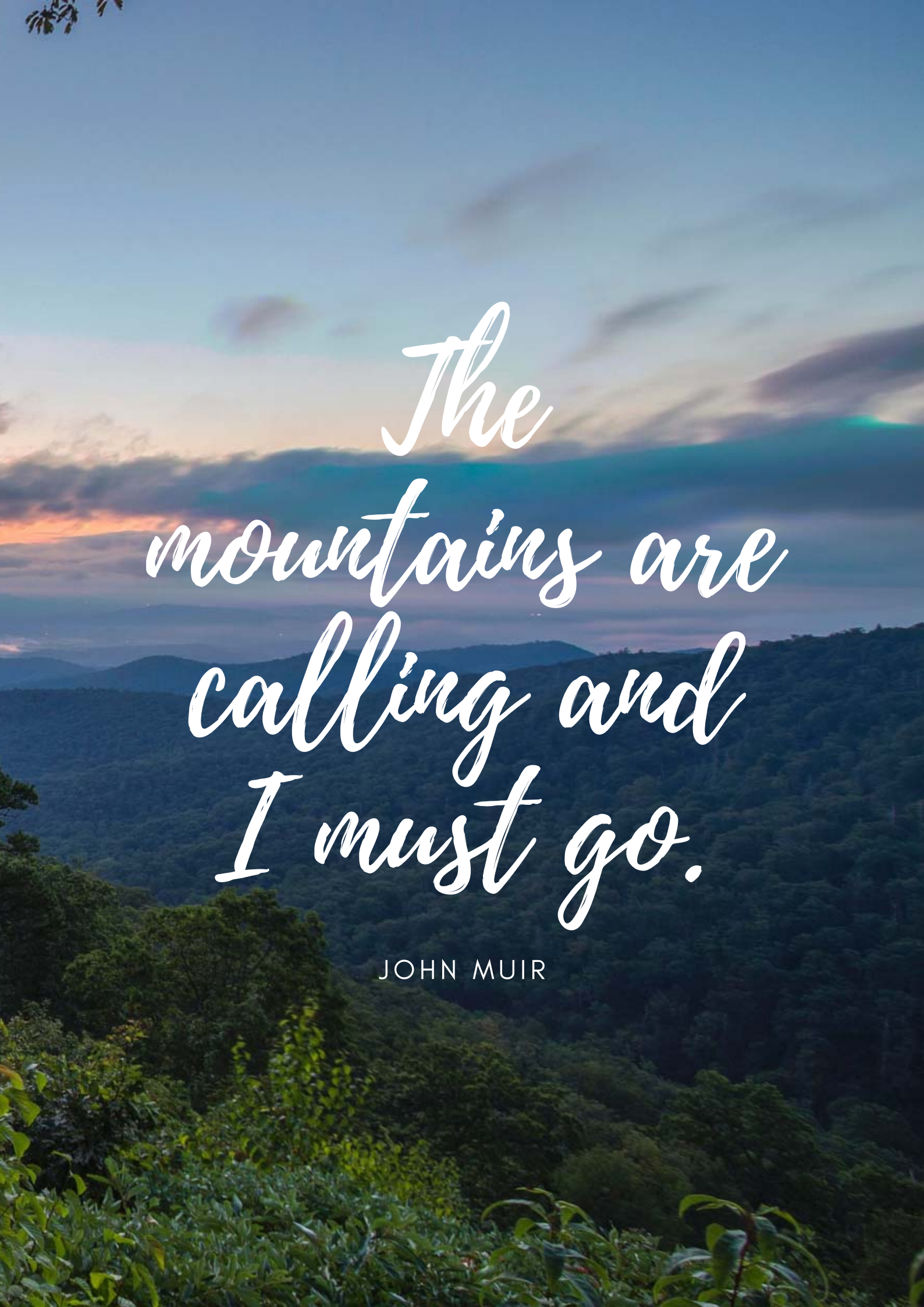
Learn more about Mariah at seibellastudiocville.com

# Meet Your Artist

Meg Bryan is the Owner & Lead Makeup Artist at Captivating Complexion. She began her makeup journey when she was 15 and realized how therapeutic it was for her to create beautiful art. She has now contributed to over 250 weddings, countless full face applications, and has been honored to be a part of many special events.

Meg's true calling for makeup is to help you feel like the best version of yourself, whether this means extremely minimal but enhanced makeup or full glam. She is available to hear any concerns and achieve your desires when it comes to your makeup.

Learn more about Meg at captivatingcomplexion.com


The mountains are calling and I must go.
JOHN MUIR

RETREAT | SHENANDOAH, VIRGINIA

# Say Hello to Your Mountain Oasis

*Our retreat home is located in McGaheysville, VA, just outside Harrisonburg and Luray. Beautifully designed and appointed, it truly is a "Mountain Oasis" on the edge of Shenandoah National Park. From the wraparound porch, or perhaps your own private balcony, look out on the fall colors, wildlife, and beautiful Massanutten peak while reflecting on how to make your business dreams a rewarding reality.*

Home Features:

- 7 bedrooms
- 6 full bathrooms
- 3 fireplaces
- Hot tub
- Fire pit
- High speed WIFI
- Catered meals, beverages

Room Features:

- Private balcony
- In-room fireplace
- 3 kings, 2 queens, 1 full, 4 twins
- 2 master bedrooms
- 1 private floor
- Hardwood floors
- High quality linens and mattresses

# Pick a Room

*Each room at our mountain oasis is completely unique. Choose one that meets your needs and comfort level and let us do the rest. There is a $600 deposit to reserve a spot with a small sliding scale based on room amenities. This reservation deposit will be deducted from your overall cost.*

## PRIVATE GROUND LEVEL QUEEN

The only bedroom located its own private floor. Open the door from your gorgeous bedroom into a private living room with fireplace and full bathroom. Why settle for an en suite when you can have a whole floor? Step out onto the ground floor patio complete with Adirondack chairs and heater.

Reserved

## KING WITH EN SUITE & FIREPLACE

The most deluxe room has its own gas fireplace and en suite bathroom. If you're looking for some privacy during your stay or perhaps want to share a room with a close friend, this is the obvious choice. Enjoy the finest our retreat has to offer.

Reserved

## CANOPY KING WITH EN SUITE

The only other room with its own full en suite bathroom is found on the third floor looking out over the tops of orange, yellow, and red fall leaves in the Shenandoah valley. Enjoy the quiet peace of the third floor in the treetops.

Reserved

# Pick a Room

*Each room at our mountain oasis is completely unique. Choose one that meets your needs and comfort level and let us do the rest. There is a $600 deposit to reserve a spot with a small sliding scale based on room amenities. This reservation deposit will be deducted from your overall cost.*

## PRIVATE BALCONY KING

The third and final king bedroom is found upstairs among the treetops. This is the only room that features a private balcony, looking out over the back wraparound porch and private forest full of fall colors surrounding the home. There are two full bathrooms in the hall serving two bedrooms.

## MAIN FLOOR QUEEN

A beautiful room that reflects the colors and solitude of the woods. This comfortable queen is located on the main floor, just steps away from a gas fireplace living room and full sized shared bathroom.

## THIRD FLOOR FULL

The final room offers your last chance to enjoy the fall canopy on our third floor. This serene room offers full sized double bed. There are two full bathrooms in the hall serving two bedrooms.

Twinning! There is a beautiful and bright room on the main floor with two sets of twin bunk beds. This is the most affordable room and is offered at a discount. Please reach out for photos and more information.

EMAIL DARA.L.MURRAY@GMAIL.COM TO RESERVE

All rooms are first come first served and can only be reserved with a nonrefundable $600 deposit per person paid to Dara via Venmo. This is not a money making venture (except for our expert facilitators and vendors), I just want these services for my own business and I value collaborating with other amazing folks. Discounts for smaller rooms or sharing rooms will be calculated by me in my fancy spreadsheet and applied to your remaining balance. Sharing rooms will only be permitted after all seven rooms are booked. The *estimated* cost for this trip will be ~$1,800, pending securing the final vendors. All remaining balance must be paid no later than two weeks before the retreat.