



CONFERENCE SERVICES



02

In this BOOK

3

ABOUT THE INSTITUTE

- Location 4
- Conference Facilities 4
- Dining 4
- Services 4
- Guest Amenities 5
- Lodging 5

6

INSTITUTE CAMPUS MAP

- Institute Buildings 6
- Guest Amenities 6
- Parking 6

7

INSTITUTE MAIN BUILDING

- Conference Rooms 7
- Points of Interest 7
- Please Note 7

8

ROCKEFELLER RETREAT

- About The Retreat 8
- Retreat Pricing 8
- The Rockefeller Ethic
Experiences 8
- Retreat Food Options 9
- Things to Do 9

10

CONFERENCE SERVICES

- Meeting Facilities & Meeting
Planner Services 10
- Complete Meeting Package 11
- Day Package 11

12

CONFERENCE ROOMS

- Show Barn Hall 13
- Rock Theater 14
- Governor's Conference Room 15
- Petit Jean I 16
- Petit Jean II 17
- Stables Classroom 18

19

ADDITIONAL SERVICES

- Facilitation Services 19
- Culinary Team Building 20
- Workshops 21

22

LODGING

- President's Lodge 23
- Meadows 24
- Grove 25
- Orchard 26

27

THE ARKANSAS ROCKEFELLER

In this Book



About the **INSTITUTE**

Our Mission

We continue Winthrop Rockefeller's collaborative approach to creating transformational change.

Our Vision

We envision a future where every person is empowered to bring their unique perspective to bear on the most monumental of challenges and participate in the search for solutions.

Our Method

We engage our resources and Winthrop Rockefeller's values to convene purposeful gatherings on his historic cattle farm. We do this work by employing the "**Rockefeller Ethic**" which represents the belief that diversity of opinion, engaging in respectful dialogue, and practicing collaborative problem solving combine to create transformational change. The productive energy of our mountaintop location coupled with the highest levels of hospitality ensure all who come here are able to do their best work.



THE ROCKEFELLER ETHIC

**COLLABORATIVE
PROBLEM SOLVING**

+

RESPECTFUL DIALOGUE

+

DIVERSITY OF OPINION

=

**TRANSFORMATIONAL
CHANGE**

About the Institute

04

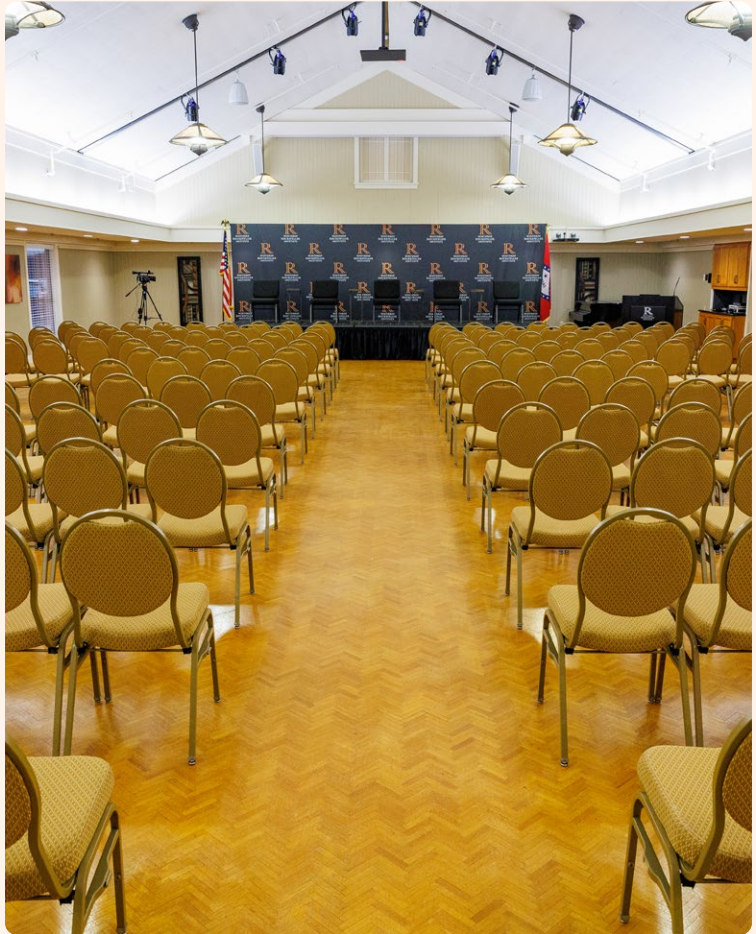
LOCATION

The Winthrop Rockefeller Institute sits atop beautiful Petit Jean Mountain, about an hour's drive from Little Rock, Arkansas. There are many attractions on Petit Jean for those wishing to enjoy Arkansas's natural beauty, including hiking trails, scenic overlooks, natural rock formations, Cedar Falls and Arkansas's first state park, Petit Jean State Park.



CONFERENCE FACILITIES

Each of our meeting spaces come with several seating arrangement options. Audio/visual support and hybrid meeting technology are available for each space. The largest of our meeting rooms is the Show Barn Hall, which is adjacent to the Flagstone Foyer. Next largest is the Governor's Conference Room, followed by our two classroom-style meeting rooms, Petit Jean I and Petit Jean II. Also available is a meeting room in the Stables and the Rock Theater, which features stadium seating and a video wall display.



DINING

Our conference dining staff is skilled in serving groups of all sizes. We believe great food is a key part of having a great conference.



SERVICES

- ✔ Complimentary Wi-Fi access
- ✔ Serviced by UPS, FedEx, and USPS
- ✔ Audio/visual support as needed

GUEST AMENITIES

Institute Campus

- ✔ Legacy Gallery
- ✔ Legacy Theater
- ✔ Scenic Studio River Valley overlook
- ✔ Baggo
- ✔ Bocce ball
- ✔ Board games
- ✔ Bicycles
- ✔ Fire pit
- ✔ Karaoke
- ✔ Movie on high-definition screen

Boathouse

Open April 1 - October 31

- ✔ Canoes & kayaks
- ✔ Fishing
- ✔ Horseshoe pits
- ✔ Volleyball court

Tennis Courts

*Restroom facilities not available
November 1 - March 31*

- ✔ Indoor basketball courts
- ✔ Indoor tennis courts
- ✔ Pickleball

Fitness Center

- ✔ Men's & women's locker facilities
- ✔ Cardio & strength equipment
- ✔ Workout equipment
- ✔ Dry sauna
- ✔ Squash court

LODGING

Our multiple lodging facilities have historic charm and in-room amenities such as free Wi-Fi, Keurig coffee makers, toiletries, refrigerators, and hair dryers. The total lodging capacity for the Institute is 100, although more may be accommodated with double occupancy.

President's Lodge

Built in 2006, the President's Lodge features 30 guestrooms and a Great Room that is perfect for receptions and parties.

The Meadows

The Meadows comprises 25 lodging rooms, each with a queen-size bed. Two of the rooms are suites: one suite has a living room, kitchen, and a king-size bed; the other is a junior suite with an adjacent living room. The Meadows courtyard features a fire pit, which is perfect for an evening around the fire. The Stables Classroom meeting space is in the Meadows as well, offering a convenient, private experience for groups who stay overnight in the Meadows.

The Orchard

This facility has 10 lodging rooms, each equipped with a queen-size bed. There is a common kitchen, living room, screen porch, and patio featuring a gas fire pit and grill.

The Grove

The Grove includes eight fully furnished apartments. Four have one bedroom and the other four have two bedrooms; each bedroom has a queen-size bed. Each apartment has a refrigerator, stove, dishwasher, washing machine, and dryer.

06

Institute **CAMPUS MAP**

INSTITUTE BUILDINGS

- 1** Main Building
- 2** President's Lodge
- 3** The Meadows
- 4** The Orchard
- 5** The Grove
- 6** The Studio
- 7** Boathouse
- 8** Tennis Court
- 9** Fitness Center

GUEST AMENITIES

- A** Water as Needed
- B** Plowing the Troposphere
- C** Bocce Ball
- D** Bicycles*
- E** Lake Abby
- F** Fishing*
- G** Horseshoes*
- H** Studio Overlook
- I** EV Charging Stations

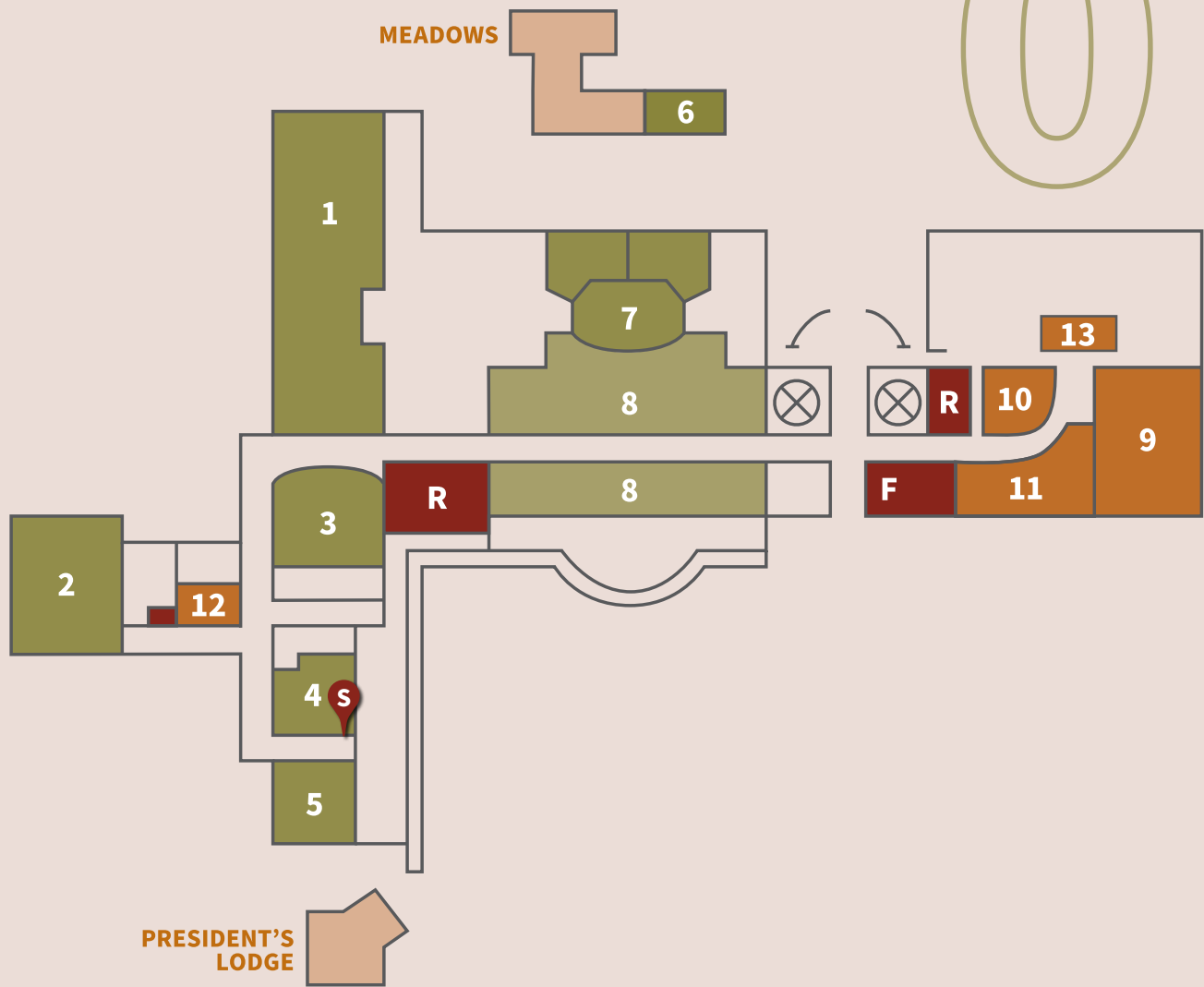
PARKING

- P** Parking

*For assistance please call the Front Desk at **(501) 727-5435**.



Institute Campus Map



Institute MAIN BUILDING

CONFERENCE ROOMS

- 1** Show Barn Hall
- 2** Governor's Conference Room
- 3** Rock Theater
- 4** Petit Jean I
- 5** Petit Jean II
- 6** Stables Classroom
- 7** Culinary Classroom
- 8** Conference Dining

POINTS OF INTEREST

- 9** Legacy Gallery
- 10** Legacy Theater
- 11** The Roustabout Coffee Shop
- 12** Gov. Winthrop Rockefeller's Office
- 13** Lt. Gov. Winthrop P. Rockefeller's Office

PLEASE NOTE

- F** Front Entrance & Desk
- R** Restrooms
- S** Storm Shelter

08



Winthrop **ROCKEFELLER RETREAT**

ABOUT THE RETREAT

The Winthrop Rockefeller Retreat is a unique experience for up to ten guests to visit the Winthrop Rockefeller Institute, engage in our mission, and enjoy a respite from their daily lives and work amidst the beauty and serenity of Gov. Rockefeller’s former cattle farm atop Petit Jean Mountain.

Your group will foster connection and team building during your overnight stay at the Orchard, a historic building built in 1964 that once housed the veterinarians employed by Winrock Farms.

The Orchard is a self-contained lodging facility with 10 private bedrooms and baths, connected to a common living area and fully equipped kitchen. A charming screened porch and courtyard provide plenty of space to enjoy a quiet evening dinner or early morning coffee. Guests are encouraged to cook meals together in the well-equipped Orchard kitchen, bring a picnic basket from home and enjoy it on the shores of Lake Abby, or visit off-campus dining locations such as the Petit Jean Coffeehouse or Mather Lodge at Petit Jean State Park. All private rooms offer a mini-refrigerator, television, and private bath. The Institute’s Fitness Center is just a short walk away.

RETREAT PRICING

The pricing listed here includes lodging and the Rockefeller Ethic experience. Food and beverage provided by the Institute is an additional cost as detailed on the next page.

- | | |
|---|--|
| <input checked="" type="checkbox"/> 7 people minimum | <input checked="" type="checkbox"/> 10 people maximum |
| + Weekday: \$1,100 | + Weekday: \$1,500 |
| + Weekend: \$1,250 | + Weekend: \$1,750 |

Visit rockefellerinstitute.org/retreat to learn more and fill out the contact form to begin booking a retreat.

THE ROCKEFELLER ETHIC EXPERIENCES

Groups who attend the Winthrop Rockefeller Retreat will engage in one of the following experiences, which is included in the retreat price.

- Walks with the Governor***
- Tools for Respectful Dialogue***
- Self-Guided Legacy Gallery Walk & Video**
 - + **60 minutes, for weekend retreats only**
 - + Visit the Institute’s Legacy Gallery for a look at Winthrop Rockefeller’s life and experience as governor of Arkansas, see the history of the building of Winrock Farms, and learn more about how the Institute continues Winthrop Rockefeller’s collaborative approach to creating transformational change.

* see [page 21](#) for more information

RETREAT FOOD OPTIONS

Groups are encouraged to bring their own supplies and prepare meals together in the Orchard kitchen. There is a small, camping-oriented general store a 10-minute drive away but there is not a full grocery store atop Petit Jean Mountain; please plan ahead. However, we do offer culinary options (listed below) for an additional cost.

Beer and wine is available at conference rates.

✔ Personal Chef

- + **\$100/hour** (minimum 2 hours)
- + Chefs will prepare and plate a chef's choice meal for guests at the Orchard.
- *Food costs and cleanup included.*

✔ Stock the Fridge

- + **\$50-200**
- + Guests may order groceries for their retreat ahead of their arrival from the Institute.
- *For an additional \$25/hour (minimum 2 hours) guests may engage a "Cook on Call" to prepare the meal.*

✔ Culinary Team Building

- + **\$Varies** (pricing and descriptions on page 20)
- + Choose between Rock Chop Challenge, Pizza Challenge, or Sips & Sweets.

✔ Meal Kit 1: Dinner or Lunch Casserole

- + **\$65**
- + Meat OR Vegetarian options available
- + Serves up to 10
- *For an additional \$10, add salad and bread.*

✔ Meal Kit 2: Breakfast

- + **\$40**
- + Chef's choice of breakfast casserole or quiche
- + Serves up to 10

✔ Meal Kit 3: Burgers on the Grill

- + **\$60**
- + Meat AND Vegetarian options available
- + Serves up to 10

THINGS TO DO

- ☉ Kayaking and Fishing on Lake Abby
- ☉ S'mores in the Orchard courtyard fire pit
- ☉ Sunset viewing at the Studio overlooking the River Valley
- ☉ Biking
- ☉ Volleyball
- ☉ Bocce Ball
- ☉ Pickleball
- ☉ Walking
- ☉ Board Games





Conference **SERVICES**

The Winthrop Rockefeller Institute invites organizations from all sectors to hold their most important retreats and meetings on our campus. Every group that convenes at the Institute directly supports our mission to create transformational change in Arkansas and beyond. Thousands of guests are exposed to the Rockefeller Ethic each year and inspired by our history of convening, dating back to the summits and meetings Winthrop Rockefeller hosted on the mountain in the 1950s and 60s.

We set the standard in hospitality and focus on your needs by specializing in small- to medium-sized meetings, conferences, and retreats.



MEETING FACILITIES & MEETING PLANNER SERVICES

- ✓ **More than 17,000 square feet of meeting space**
- ✓ **Renowned food service**
- ✓ **Seven primary meeting and breakout rooms**
- ✓ **Professionally trained onsite meeting managers**
- ✓ **Audio/visual equipment equipped with hybrid meeting technology**
- ✓ **High-speed wired and wireless Internet**
- ✓ **Business services** (copy, fax, etc.)
- ✓ **Facilitation services, workshops, and culinary experiences are available for an additional cost**



Conference Services



COMPLETE MEETING PACKAGE

Our full-service, all-inclusive package includes lodging and food service. Rates vary depending on your needs; contact us for assistance in pricing your event.

This Package Could Include

- ✓ Buffet and/or plated meals
- ✓ Facilitated group dialogue
(see page 19)
- ✓ Dinner on the shores of Lake Abby
- ✓ Cocktail reception overlooking the Arkansas River Valley

DAY PACKAGE

Our day package is \$60 per person. *(This includes conference services for a day meeting without overnight accommodations.)*

This Package Includes

- ✓ Morning beverage station with snacks
- ✓ Lunch
- ✓ Afternoon beverage station with snacks
- ✓ Conference service charges, which include the cost of the meeting room(s), A/V support, etc.

Conference Services

12



Conference **ROOMS**

We have a variety of meeting spaces with a wide array of options for setup to meet your specific needs. Each room has unique advantages and can serve groups of varying sizes in different ways.

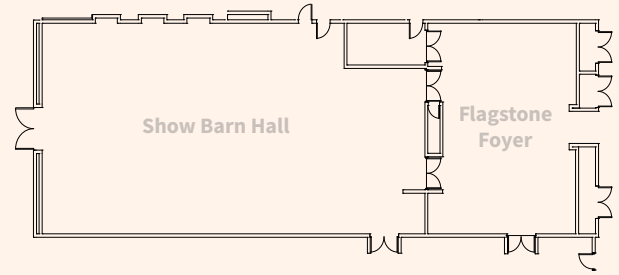
If you have an intimate convening of eight or would like over 100 people seated at tables, we can create the ideal environment for your group. One of our conference service representatives will be happy to share the myriad setup options with you.

Conference Rooms



SHOW BARN HALL

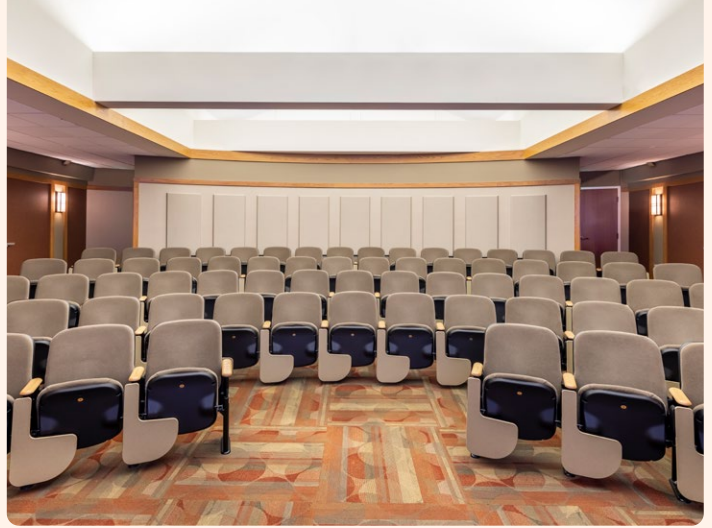
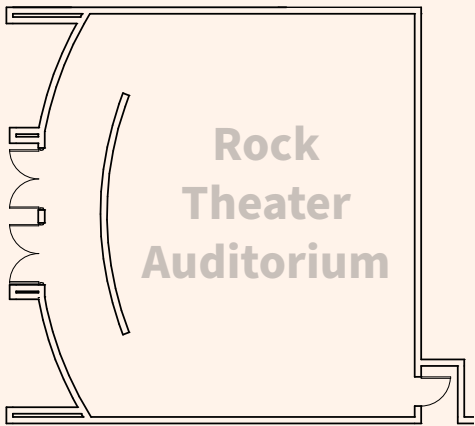
- ✔ **Dimensions:** 80' x 40'
- ✔ **Square Feet:** 3,280
- ✔ **Seating:** up to 244 (*theater style*)



14

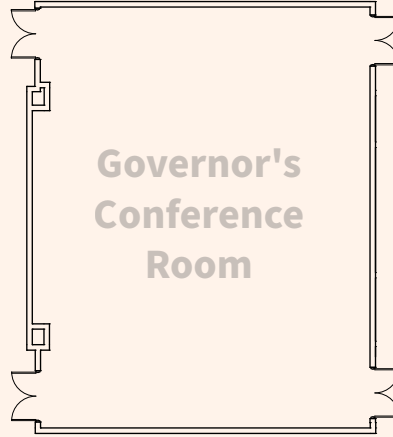
ROCK THEATER

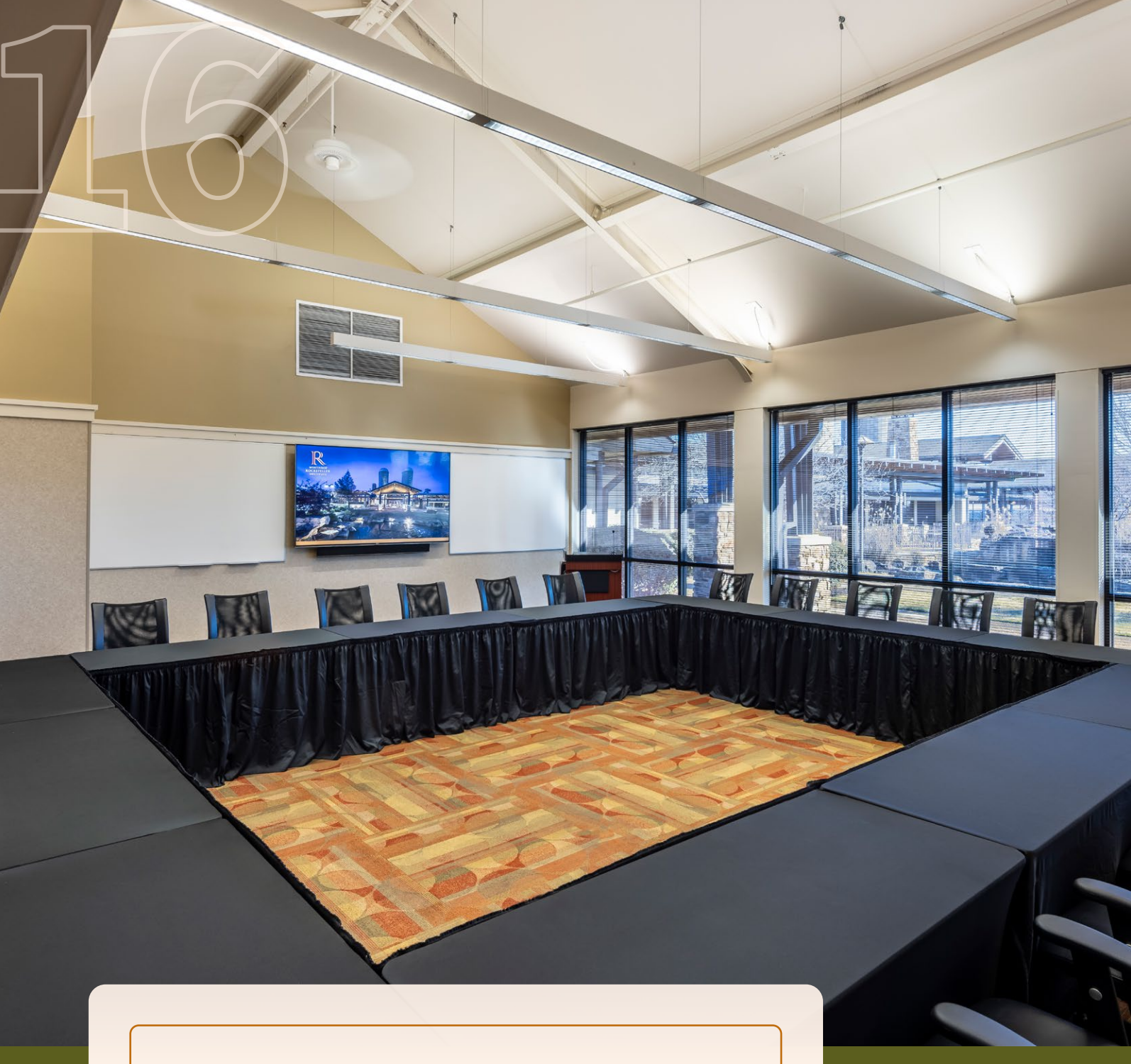
- ✔ **Dimensions:** 40' x 35'
- ✔ **Square Feet:** 1,400
- ✔ **Seating:** up to 80
- ✔ **Video Call:** Full video call capabilities
- ✔ **Video Wall:** 9 separate screens that can show multiple images (*video call, presentation slides, etc.*) simultaneously



GOVERNOR'S CONFERENCE ROOM

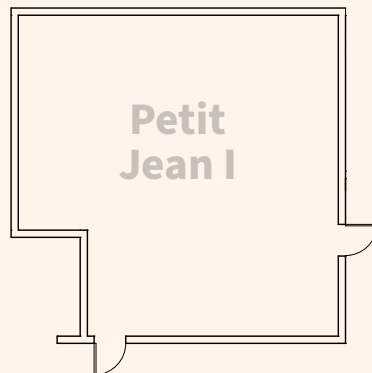
- ✔ **Dimensions:** 50' x 38'
- ✔ **Square Feet:** 2,040
- ✔ **Seating:** up to 116 (*theater style*)
- ✔ **Video Wall:** 9 separate screens that can show multiple images (*video call, presentation slides, etc.*) simultaneously





PETIT JEAN I

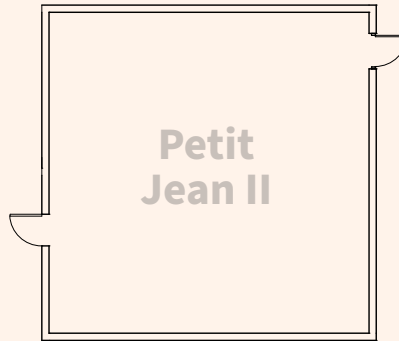
- ✔ **Dimensions:** 30' x 29'
- ✔ **Square Feet:** 870
- ✔ **Seating:** up to 66
(theater style)



Conference Rooms

PETIT JEAN II

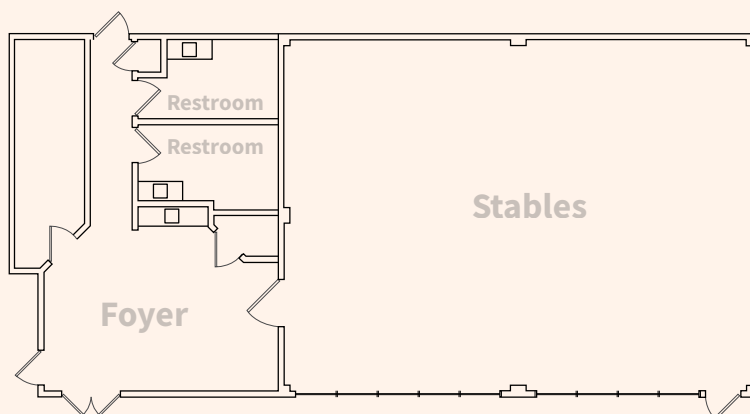
- ✔ **Dimensions:** 30' x 30'
- ✔ **Square Feet:** 900
- ✔ **Seating:** up to 85
(theater style)



18

STABLES CLASSROOM

- ✔ **Dimensions:** 40' x 30'
- ✔ **Square Feet:** 1,200
- ✔ **Seating:** up to 88
(theater style)





Additional **SERVICES**



We can help your group harness the power of the **Rockefeller Ethic** to reach your goals and create the best outcome for your group, whatever that may be.

THE ROCKEFELLER ETHIC

**COLLABORATIVE
PROBLEM SOLVING**

+

RESPECTFUL DIALOGUE

+

DIVERSITY OF OPINION

=

**TRANSFORMATIONAL
CHANGE**

We offer a broad array of team building and professional development workshops, as well as professional facilitation services provided by our skilled staff. Please read more about our offerings and reach out to your conference planner for more information or to see what would suit your group the best.

FACILITATION SERVICES

Our team is made up of well-trained and experienced facilitators who are adept at meeting design and facilitation. We use an outcomes-focused approach that allows us to design custom meetings to meet your needs, including:

- ✓ **Help determine the cause of a problem**
- ✓ **Generating a range of solutions**
- ✓ **Weighing the advantages and disadvantages of proposed solutions**
- ✓ **Selecting a strategy**
- ✓ **Creating a plan for the future**

Please visit our website at rockefellerinstitute.org/facilitation to view the basic fee structure, but there is some flexibility based on the size of your group, how many facilitators are required, and the documentation the Institute delivers after the event. Your conference planner can connect you with a facilitator to create the final package that works for your group.

Additional Services

20

CULINARY TEAM BUILDING

Conference guests and Winthrop Rockefeller Retreat participants are invited to add a culinary team building activity to their Institute experience! Your group will enjoy friendly competition and have a memorable time together. Please visit our website at rockefellerinstitute.org/culinary to see pricing and book your workshop.

Pizza Challenge

Who can make the most interesting, and most delicious, pizza? Pizza challengers will be divided into two teams, and each team will be split into two groups. One group will create two pizzas to dazzle the judges, one savory and one sweet. The other group will dazzle the judges in another way – with a compelling sales pitch and pizza box design for their creations. Did someone say...jingle? The finished products of both groups' efforts will be presented to the judges and one team will be crowned pizza champions. After the challenge, participants will enjoy their creations as amounts allow, and the Institute will serve additional food to ensure everyone enjoys a delicious meal.

What You Need To Know:

- ✔ **Length:** 2 hours
- ✔ **Limitations:** Maximum of 40 participants

Sips & Sweets

Unlike our other two competitive offerings, Sips & Sweets is all about enjoyment and relaxation. After your group has done their best work all day in the conference rooms at the Institute, come together after dinner to toast your efforts with a variety of wines and celebrate with a house made dessert.

What You Need To Know:

- ✔ **Length:** 1 hour
- ✔ **Limitations:** Minimum of 10 participants



Rock Chop Challenge

For those who like to be creative in the kitchen and can think on their feet! Participants will join together in teams of 3-4 to tackle the mystery ingredients in their basket, cooking an entrée and sides to create a full meal in less than two hours. Our professional competition kitchen will be where the magic happens, and the teams will present their finished meal to a panel of judges in the culinary classroom who will judge their creations on creativity, presentation, and taste. After the competition, participants will enjoy a delicious meal provided by the Institute.

What You Need To Know:

- ✔ **Length:** 2 - 2.5 hours
- ✔ **Limitations:** Maximum of 20 participants



rockefellerinstitute.org/culinary



21

WORKSHOPS

The Rockefeller Ethic in Action

The expertise of our Institute staff, trained to facilitate dialogue and encourage excellent group dynamics, can be utilized by conference guests while on the mountain. To see pricing and book your workshop, please visit our website at rockefellerinstitute.org/workshops or contact your conference planner.

Beyond Civility

We break down “civil discourse” into its most basic elements. Learn the necessary strategies to encourage respectful conversations when working with people who don’t share the same opinions or beliefs.

What You Need To Know:

🕒 **Length:** 5 hours

Dynamic Development: Type to Team

Using the Myers-Briggs Type Indicator® assessment and lessons from Winthrop Rockefeller, each participant will learn more about themselves and those around them in order to improve personal interactions and accomplish more as a team.

What You Need To Know:

🕒 **Length:** 4 hours

SILO Team Building

“Team building” can have a poor reputation when activities are used as icebreakers or time fillers instead of being focused on specific outcomes. In this workshop, participants will enjoy hands-on activities centered around Strengthening Individual Leadership Opportunities (SILO). The group will participate in a whole-team assessment designed to identify team strengths and future opportunities for improvement.

What You Need To Know:

🕒 **Length:** 2 hours - 6 hours

Tools for Respectful Dialogue

Healthy conflict, mutual understanding, and true collaboration are a struggle for many teams. The foundation for a culture where those goals are met are based in civility and, more importantly, dialogue. This session introduces tenants of civil discourse and provides the necessary tools to foster respectful dialogue when seeking solutions to complex issues.

What You Need To Know:

🕒 **Length:** 2 hours

Walks with the Governor

A leadership development experience tying the life lessons that made Gov. Rockefeller such an influential leader to sites on his historic former cattle farm. This “walk” (*guests will travel from site to site aboard an accessible bus*) through the Governor’s life and across his former homestead incorporates team building dialogue exercises, personal reflection, and a close examination of why Gov. Rockefeller’s legacy is still impacting Arkansas today.

What You Need To Know:

🕒 **Length:** 4 hours

👥 **Limitations:** Maximum 15 participants



rockefellerinstitute.org/workshops

Additional Services



LODGING

The President's Lodge is our newest lodging facility, comprising 30 guestrooms and the President's Lodge Great Room. The Meadows includes 25 lodging rooms, two of which are suites. Between the President's Lodge and the Meadows, we offer four Americans with Disabilities Act-compliant rooms. Other lodging options include guestrooms with a common living area in the Orchard and apartments in the Grove.

Lodging



PRESIDENT'S LODGE

- ✔ free Wi-Fi
- ✔ single-cup pod coffee maker
- ✔ shampoo & conditioner
- ✔ hair dryer
- ✔ iron
- ✔ mini-fridge
- ✔ microwave
- ✔ 32-inch flat-screen TV

Information about other lodging options can be obtained by asking your conference services representative.



24



MEADOWS

- ✔ free Wi-Fi
- ✔ single-cup pod coffee maker
- ✔ shampoo & conditioner
- ✔ hair dryer
- ✔ iron
- ✔ mini-fridge
- ✔ 32-inch flat-screen TV

Information about other lodging options can be obtained by asking your conference services representative.



GROVE

- ✔ free Wi-Fi
- ✔ single-cup pod coffee maker
- ✔ shampoo & conditioner
- ✔ hair dryer
- ✔ iron
- ✔ mini-fridge
- ✔ microwave
- ✔ 32-inch flat-screen TV

Information about other lodging options can be obtained by asking your conference services representative.

ORCHARD

- ✔ free Wi-Fi
- ✔ single-cup pod coffee maker
- ✔ shampoo & conditioner
- ✔ hair dryer
- ✔ iron
- ✔ mini-fridge
- ✔ 32-inch flat-screen TV

Information about other lodging options can be obtained by asking your conference services representative.



The Arkansas **ROCKEFELLER**

After serving in World War II and trying his hand at the family business both in the oil fields of Texas as a roughneck and as a businessman in New York and eastern Europe, Winthrop Rockefeller moved to Arkansas in 1953 and began a new phase of his life.

In the 20 years he lived on Petit Jean Mountain, Gov. Rockefeller hosted more than 200 conferences and meetings. These convenings addressed an

astonishing range of concerns – from educational needs and rural economic development, to cleaning up Arkansas’s political system and improving race relations. Rockefeller’s meetings on the mountain, attended by state and national leaders, provided a necessary spark to improve public and private sector policymaking.

The Winthrop Rockefeller Institute exists to live out the Governor’s legacy through the

Rockefeller Ethic by inviting those with differing viewpoints to come together in respectful dialogue, solving problems collaboratively to create transformational change.

“Every citizen has the duty to be informed, to be thoughtfully concerned, and to participate in the search for solutions.”

– Winthrop Rockefeller





PLAN YOUR MEETING TODAY!

wrinst.org/plan



REACH OUT

Petit Jean Mountain
1 Rockefeller Drive
Morriston, AR 72110

 (501) 727-5435
 rockefellerinstitute.org

BE SOCIAL

 [rockefeller.institute](https://www.facebook.com/rockefeller.institute)
 [rockefellerinstitute](https://www.instagram.com/rockefellerinstitute)
 [rockefeller](https://twitter.com/rockefeller)
 [rockefellerinstitute](https://www.linkedin.com/company/rockefellerinstitute)

DIRECTIONS

Google Maps is most reliable when needing directions to our campus. For directions, simply visit rockefellerinstitute.org/directions.

Please call the front desk at **(501) 727-5435** if you need assistance.