From: Stotts, Don
To: Doye, Damona;
Subject: WIASB news release
Date: Wednesday, August 11, 2010 3:38:19 PM

This and other Oklahoma State University news stories related to agriculture, family and consumer sciences, rural development and youth development are available via the Internet at http://www.dasnr.okstate.edu/ by clicking on the "Latest News" or "Division News" listings.

Oklahoma Women in Agriculture and Small Business Conference set for Oct. 14-15

By Donald Stotts

OKLAHOMA CITY, Okla. – Oklahoma's Statewide Women in Agriculture and Small Business Conference will take place Oct. 14-15 at the Moore-Norman Technology Center.

"The focus of the two-day conference is to provide the latest information on topics that empower women to solve issues and concerns of importance to them, their families and communities," said Damona Doye, Oklahoma State University Cooperative Extension farm management specialist.

Cost is $40 if registering by Oct. 7, and $50 thereafter. Registration includes two continental breakfasts, two lunches, all refreshment breaks and conference materials. Registration forms and additional information are available at http://www.OKWomeninAgandSmallBusiness.com on the Internet.

Keynote speakers will be Michele Payn-Knoper and Karen Hill. A certified speaking professional, Knoper of Cause Matters Corp. has become a nationally known spokesperson and advocate for agriculture in recent years, and a leader in the use of social media who can explain "350 million reasons why agriculture needs to be engaged." Her keynote session will focus on the people, promise and passion of agriculture.

“I encourage the ladies to consider different ways to celebrate what is important about our industry, lifestyle and legacy,” she said. “I’ll warn everybody that, as part of that, we will be doing some kickboxing. It underscores that we are in a fight to get the word out about the importance of what we do, and provides a bit of comedic relief as well.”

Hill, president of Training Professionals Inc., will provide participants insights gleaned from her 30 years in training and working with all types of businesses and clients, from OSU and the University of Oklahoma to state agencies, banks and “nearly every type of organization in between.”

“I’ll be focusing on how ‘Yesterday’s Peacock is Tomorrow’s Feather Duster,’ which is about the rapid pace of change, how it impacts us and what we need to do to stay current in a continually evolving society and marketplace,” Hill said.

A number of concurrent sessions will be offered during the conference. Sessions will focus on a variety of high-profile topics about agriculture, alternative enterprises and business and finances.

Doye said participants will be able to choose among sessions that interest them the most, from methods for managing stress, surviving an Internal Revenue Service audit and choosing the right kind of life insurance to understanding fencing-property laws, farm safety, growing certified organics and many others.

“We’re very pleased to have truly excellent speakers from industry, government and Extension, experts in their respective fields who will be presenting the most timely information available,” Doye said.

The Moore-Norman Technology Center is located at 13301 S. Pennsylvania Ave. in the Oklahoma City metropolitan area. A mini-mall showcasing Made-in-Oklahoma products and a series of educational displays relevant to Oklahoma’s rural prosperity also will be featured.

Doye said the conference is highly regarded, attracting a range of sponsors that include the U.S. Department of Agriculture’s National Institute of Food

and Agriculture and the Southern Risk Management Education Center, among others.

Additional information is available at http://www.OKWomeninAgandSmallBusiness.com on the Internet or by contacting Doye by e-mail at damona.doye@okstate.edu or by phone at 405-744-9836.

###

REPORTER/MEDIA CONTACT:
Donald Stotts
Communications Specialist
Agricultural Communications Services
143 Agriculture North
Oklahoma State University
Stillwater, OK 74078-0001
Phone: 405-744-4079
Fax: 405-744-5739
E-Mail: donald.stotts@okstate.edu

Oklahoma State University, U. S. Department of Agriculture, State and Local governments cooperating; Oklahoma State University in compliance with Title VI and VII of the Civil Rights Act of 1964, Executive Order 11246 as amended, Title IX of the Education Amendments of 1972, Americans with Disabilities Act of 1990, and other federal and state laws and regulations, does not discriminate on the basis of race, color, national origin, gender, age, religion, disability, or status as a veteran in any of its policies, practices, or procedures, and is an equal opportunity employer.