

www.OKWomenInAgAndSmallBusiness.com

- Entertaining and educational
- Key note speakers and concurrent sessions both days
- Mini-mall showcasing made-in-Oklahoma products
- Complimentary evening reception

*Empowering the Women of Rural America!*

Moore Norman Technology Center  
13301 S. Pennsylvania Ave., Oklahoma City

**October 14 & 15, 2010**

# Oklahoma's Statewide Women in Agriculture & Small Business Conference

OSU Agricultural Economics Department  
515 Agriculture Hall  
Stillwater, OK 74078



## General Overview

### Thursday, October 14 Lunch Panel Discussions

Small business owners will share their experiences and answer questions from the audience.

### Taste of Oklahoma Reception - 6:00 p.m.

Will be held at the Best Western Barsana Hotel & Suites Reception room. The reception will feature Sand Hill Winery and Oklahoma food products.

The hotel is located on 7701 C.A. Henderson Boulevard in Oklahoma City, approximately 4.7 miles from the conference location.

## Mini Mall

Vendors will be selling their Made in Oklahoma products. This is a great opportunity to network with Oklahoma women and to hear their success stories.

## Exhibits

Exhibitors will provide the latest information on available resources to help you be more successful in your farming or small business efforts.

All booths will be open and easily accessible throughout the conference. If your business or organization is interested in sponsoring the conference and/or having an exhibit, please go to the Women in Agriculture and Small Business website – [www.OKWomenInAgAndSmallBusiness.com](http://www.OKWomenInAgAndSmallBusiness.com) – to download an exhibitor form.

## Speakers:

### Jenifer Reynolds, MC



Reynolds, host of the state-wide TV program Discover Oklahoma, has earned a variety of local, regional and national awards during her career, including the Lifetime Achievement Award from American Women in Radio and Television and High Noon Woman of the Year.

### Michele Payn-Knoper, Keynote Speaker



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.”

### Karen Hill, Keynote Speaker



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.”

## Agenda at a Glance

### Thursday, October 14

8 - 9 a.m.

**Registration**

9 - 9:15 a.m.

**Welcome and Conference Information**

9:15 - 10:15 a.m.

**Keynote: Michele Payn-Knoper, "Celebrating Agriculture"**

10:15 - 10:45 a.m.

**Break – Visit Mini-Mall and Educational Exhibits**

10:45 - 11:30 a.m.

**Concurrent Sessions**

11:35 a.m. - 12:15 p.m.

**Concurrent Sessions**

12:15 - 1:30 p.m.

**Lunch – Business Start-ups: Why? How? Pitfalls? Panel Discussion featuring Andrew Snyder of Sand Hill Winery and Chapel Creek Winery, Kamala Gamble of Kam's Kookery and Shawna Sims of Cog Togs. Jenifer Reynolds to moderate.**

1:30 - 2:15 p.m.

**Concurrent Sessions**

2:20 - 3 p.m.

**Concurrent Sessions**

3 - 3:30 p.m.

**Break**

3:30 - 4:10 p.m.

**Concurrent Sessions**

4:15 - 5 p.m.

**Concurrent Sessions**

5 - 6 p.m.

**Break**

6-8 p.m.

**Taste of Oklahoma – Best Western Barsana Hotel**

### Friday, October 15

8:30 - 9:15 a.m.

**Concurrent Sessions**

9:20 - 10 a.m.

**Concurrent Sessions**

10 - 10:30 a.m.

**Break**

10:30 - 11:15 a.m.

**Concurrent Sessions**

11:20 a.m. - Noon

**Concurrent Sessions**

Noon - 1:30 p.m.

**Keynote:**

**Karen Hill, President, Training Professionals, Inc., "Yesterday's Peacock is Tomorrow's Feather Duster"**

#### Hotel Accommodations:

##### Best Western Barsana Hotel & Suites

7701 C.A. Henderson Blvd.

Oklahoma City, OK 73139

(405) 601-1200

##### From The Moore-Norman Technology Center:

Go north on Pennsylvania Ave., then east on SW 74th Ave. (I-240 Service Road) and then South on C.A. Henderson Blvd.

You do not have to stay at the hotel to participate.

A limited number of rooms are being held for the conference participants on Wednesday, October 13 and Thursday, October 14. The conference room rate is \$79.99 + tax on all rooms per night. Reservation must be made no later than September 15. Mention the Oklahoma Women in Agriculture & Small Business Conference to receive the block room rate. Call (405) 601-1200 to make reservations.

## Concurrent Session Options

### Agriculture

- Good Fences Make Good Neighbors
- The Legal Briefs
- Injury Prevention and Farm Safety
- Government Program Update
- Adding Value to Livestock Sales
- New Mesonet Weather Tools
- Show Me the Money – OSU Soil Testing
- Successful Transition to No-Till and the Benefits
- Small Farm Wind
- Beef Nutrition Basics

### Alternative Enterprises

- Community Supported Agriculture, Slow Foods Innovations
- Growing Certified Organics
- Of Straw Bale Houses and Prairie Labyrinths: Coming Home to the Land
- Direct to Consumer Sales
- Organizing and Managing a Farmers' Market
- Getting Green by Going Green
- Agritourism – How Opening Your Farm Gate or Barn Door to Tourist Can Help Your Farm
- Cut Flower Growing

### Business & Finance

- Website Basics: Why Do I Need One, and How Can I Start One
- Social Media
- Girls Just Wanna Have Funds!
- Growing the Business
- Why Plan for Retirement Now
- Business Transition Planning; Talk About it Before it's Too Late
- Every Business is in the People Business
- How to Win Respect and Influence Others by Doing Nothing
- The Four Free Ways to Reduce Your Stress
- What to Expect When You Are Audited

## Pre-Registration

### Oklahoma's Statewide Women in Agriculture & Small Business Conference

October 14 & 15, 2010

Moore Norman Technology Center, Oklahoma City  
13301 South Penn Avenue

Online registration is now available at  
[www.OKWomenInAgAndSmallBusiness.com/registration.asp](http://www.OKWomenInAgAndSmallBusiness.com/registration.asp)

(Please Type or Print Clearly)

Name: \_\_\_\_\_

Preferred name on Id Badge: \_\_\_\_\_

Job Title: \_\_\_\_\_

Company/Organization: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Work Phone: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

#### REGISTRATION FEES:

\$40.00 Per-person \$ \_\_\_\_\_ By October 7

\$50.00 Per-person \$ \_\_\_\_\_ After October 7

\$ \_\_\_\_\_ Total Enclosed

Registration fee includes two continental breakfasts, two lunches and all breaks.

#### No refunds on cancellations received after October 7, 2010.

Please make check payable to the

OSU Agricultural Economics Department.

#### Method of payment:

Cash \_\_\_\_\_ Check# \_\_\_\_\_ Purchase Order # \_\_\_\_\_

Purchase Order Registrations may be faxed to 580-832-2434.

#### For questions about registration please contact Kareta Casey:

Phone: 405-744-9836 | Fax: 405-744-9835

[kareta.casey@okstate.edu](mailto:kareta.casey@okstate.edu)

#### Mail this form with payment to:

OSU Agricultural Economics Department  
515 Agriculture Hall | Stillwater, OK 74078

**We are not able to accept credit cards.**