



BUILDING UP BUSINESS

JUNE 2012

EDUCATOR TRAVELS TO UGANDA

INSIDE THIS ISSUE:

Summer Events in the County

Tips for Developing your Community's Website

Extension offers assistance with Websites

Payne County Connections Graduates Class 2

Summer is Rodeo Time in Payne County

Oklahoma Tax Commission FREE Sales Tax Workshop

To receive this newsletter via email, send an email message to Suzette Barta:

Suzette.barta@okstate.edu



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Suzette Barta from the Payne County Extension office recently traveled to Uganda Africa with a team from OSU's Ag Communications Department. The trip was the final phase of a grant designed to open communications between community leaders in Oklahoma and Uganda and Kenya—particularly in the area of food security.

Over the past year and a half, the Payne County Extension office has hosted four "interns" from both Kenya and Uganda. They traveled around the county and the state learning about agriculture, municipal administration, communications systems, and community development.

In March of this year, Barta got the opportunity to reciprocate by visiting Uganda. Her adventures

and experiences are too extensive to print here, but if you would like to learn more, you may read her blog entries from the trip at: www.suzettegoestoafrika.blogspot.com.

Among the things that Barta paid close attention to in Uganda were the small businesses,

particularly in the rural villages. Entrepreneurship is alive and well in Africa even though some of the businesses are a bit different than what we find in rural America. Examples include cell phone charging, circumcision service, and custom coffin making. Others we would recognize right away such as

hair and nail salons, internet cafes, and auto parts stores.

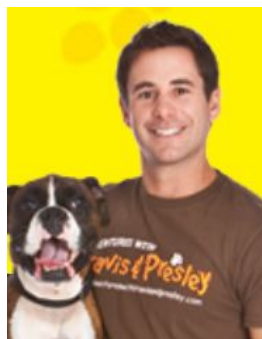
Running a small business is difficult in any country, but here in the US, Barta reminds us, enjoy safe running water, reliable electricity, and advanced transportation and shipping.



Suzette Barta at the Equator in Uganda

GREAT LINE-UP FOR YOUTH ENTREPRENEUR EXPO

This year's Youth Entrepreneur Expo will feature two outstanding guest speakers. The event will be held on June 5, 5:30-8:30pm at the Payne County Fairgrounds. The cost is just \$10 per family



Travis Brorsen and Presley "Building Your Business Through Social Relationships"

which includes a light dinner for all.

Sherry Roden of Stillwater is the owner of Sherry's Business Solutions, LLC. She is an expert in social media marketing and her favorite platform is Facebook. She is also an instructor at Meridian Technology Center.

Travis Brorsen of Perry and his dog, Presley, were the winners of "Greatest American Dog" on CBS in 2008. They are currently working on a video series, "Adventures of Travis and Presley."

Young aspiring entrepreneurs are encouraged to attend with their families to hear our workshop speakers, to participate in a booth display contest, and to meet busi-

ness mentor volunteers.

Payne County Extension would like to thank their sponsors, Meridian Technology Center, Stillwater Frontier Rotary, and CREC Foundation for making this event possible at such a reasonable price.



Sherry Roden "Social Media Marketing"

Call 405-747-8320 for more info.

UPCOMING EVENTS FOR SUMMER 2012:

- June 5: Youth Entrepreneur Expo
- June 8: OK Tax Commission workshop
- June 9: BBQ n Blues, Cushing
- June 26: Home-based business program
- July 2: Perkins Rodeo
- July 4: Fireworks displays in Stillwater, Yale, and Glencoe
- July 13-14: Cushing Rodeo
- July 27-28: Yale Rodeo
- August 9: Perkins Business Fair
- Aug 27-31: Payne County Fair

TIPS FOR DEVELOPING YOUR COMMUNITY'S WEBSITE

1. Think about who the stakeholders are in such as site. Invite them all to the table. Remember to invite someone from your local Extension office.
2. Develop the goals and objective of the website. This will help you later as you begin to think about content.
3. Surf the Internet and look carefully at sites of other communities. Determine what you like and what you don't like about these sites.
4. Brainstorm about content. Accept all ideas at first, but weed things out as you develop an organized site map.
5. Build yourself or hire a developer? Either option can work. You must weigh several considerations including time commitment of staff, familiarity with computers, and associated budget.



Southern Rural Development Center is now offering its eStrategies program to help communities get online. The curriculum is free on their website: srdc.msstate.edu. You may also request OSU Extension to help facilitate the process for your community.

EXTENSION OFFERS WEBSITE ASSISTANCE FOR COMMUNITIES

Google the name of your city. What do you find? If you find a modern website with up-to-date information about your community, congratulations. Your community is ahead of the curve.

If you do not find any dedicated website for your city, it is likely you will find some rough statistics on sites such as city-data.com or topix.com.

Nothing against these sites, but they do not do justice to your beautiful community. Your community needs a website that tells the cyber world what a great place your town really is.

The Payne County Extension office has recently received training in the Southern Rural Development Center's eStrategies program that communities may use to help develop their own

website. If you are interested in having Extension facilitate this process for you, please contact their office at 405-747-8320 or email suzette.barta@okstate.edu.



PAYNE COUNTY CONNECTIONS CLASS 2 GRADUATES—LOOKING FOR CLASS 3

In March 2012, Payne County Connections, the county leadership class, visited Ripley and learned about agriculture in our county. Stops included the Hoffman Pecan Farm (pictured below) near Ripley and Reproductive Enterprises, Inc. in Stillwater.

In April, the class learned about Downtown Stillwater and gathered for lunch at the Stillwater Area United Way Volunteer Center where they heard from Mayor John Bartley, United Way Director Sherri Carter, and Stillwater BID Director Angela McLaughlin.

The class also held its graduation in April in Perkins at the Vassar Community Center. The graduates are shown with a cake made for the occasion by Meridian Technology Center. Special guests for the evening included Senator Jim Haligan and Representative Lee Den-



Class 2 poses with a cake donated by Meridian Technology Center.

ney. Rep. Denney did us the favor of taking the photograph shown above.

As usual with leadership programs, the best part of the PCC program is the people you meet and the connections you make. To those new friendships, add what you learn about the other cities in our county and you get a program that will forever change

the way you look at Payne County.

To learn even more about Payne County Connections and some of the things that are happening with our graduates, “like” us on Facebook.

To join this expanding network of ambassadors for Payne County, consider applying to be a part of Class 3. Applications may be found on the Extension Website and the Payne County Connections Facebook page. Applications are due by Friday August 3. Our first session will be held the first week of September. Sessions will continue once per month through April 2013.

For more information, contact suzette.barta@okstate.edu or call 405-747-8320.



In March, Class 2 visited Hoffman Pecan Farm near Ripley

www.oces.okstate.edu/payne

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**BUILDING UP BUSINESS—
A NEWSLETTER FOR ECONOMIC DEVELOPMENT IN
PAYNE COUNTY**

FREE SALES TAX WORKSHOP OFFERED JUNE 8

The Oklahoma Tax Commission will host a Sales Tax workshop in Stillwater on Friday morning, June 8. Dewey Brandon of the OTC is well known in the business development world for his vast knowledge of the Oklahoma tax law, especially where sales tax collection is concerned.

This is a FREE program. The OTC offers it several times each year in various locations, but we are pleased to have them in Payne County for this one. The workshop will be held at the Payne County Administration in

Stillwater (corner of 6th and Duck), second floor, 9am—noon.

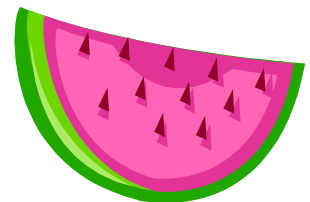
The workshop is great for new businesses because it offers information on formation, business structures, steps for formation types such as incorporation steps, a step-by-step guide to business registration, bookkeeping techniques, and a line-by-line explanation of the primary business tax forms.

For existing businesses, the workshop offers information on the keys to sales tax registration and collection.

A dedicated time is set aside for participants to ask questions of the instructor.

For more information about the workshop, contact the Payne County Extension office 405-747-8320. You may also visit the Oklahoma Tax Commission's website to learn more about these workshops: www.tax.ok.gov/btwkshps.html

If you are not able to attend this program on June 8, there will be one in Oklahoma City on June 13 and one in Ponca City on June 19. Check out the website listed above for a full statewide schedule.



Summer is Rodeo Time

It's rodeo time in Payne County. Three of our communities have rodeos during the month of the July.

For over 50 years, the Perkins Round-up club has offered their Fourth of July Rodeo. The 2012 date is July 2.

Next on the calendar is the Cushing Rodeo on July 13-14. On the PRCA circuit, it has been voted best small town rodeo on several occasions.

The June Noble Memorial Rodeo in Yale, has only been around for a few years, but in its first year it was voted "Best New Rodeo" on the IPRA circuit. This year's dates are July 27-28. Yee-Haaawww!!!