



PAYNE COUNTY
EXTENSION

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BUILDING UP BUSINESS



SEPTEMBER 2012

HOME-BASED BUSINESSES ENJOY COUNTY FAIR

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Members of the Payne County Home-Based Business Association took the opportunity to show off their goods and services while volunteering at the group's booth at the Payne County Fair, held August 27–Sept 1.

Pictured here are Aubrey and Lillie Snider, two of the young entrepreneurs who took turns manning the booth on Wednesday evening. The Snider sisters own Honey Locust Creations specializing in country home décor with a bright flair. Coincidentally, Aubrey and Lillie also won the booth display contest at the Young Entrepreneur Expo held this past June.

The home-based business association meets at noon on the fourth Tuesday of each month at the Payne County Admin-



istration Building on the corner of 6th and Duck in Stillwater. There is no cost to attend or participate.

The group will hold their next meeting on September 25 and will welcome communication specialist, Mandy Gross, who will talk about strategic plan-

ning for your social media marketing.

Again, these program are free to anyone with an interest in the program. For more information call Suzette Barta at 405-747-8320 or email suzette.barta@okstate.edu.

MICRO BIZ CONFERENCE IS NOW "SMALL BUSINESS CONFERENCE"

The date for the 4th Annual Small Business Conference (formerly Micro-Business Conference) has been set for Wednesday October 24, 2012, 9am—1pm. The location will once again be at the Stillwater Public Library.

This year's opening speaker will be Kyle Eastham, Executive Director of Bold Step, and a judo instructor at OSU. Eastham will talk about the importance of personal networking and will lead the audience in a networking activity.

Also available at this year's conference are three separate concurrent session tracks. One for Social Media, a second for personal networking, and a third track for basic business information. In-

cluded in this third track will be a session taught by Dr. Brian Whitacre—one of our returning favorite presenters. This year Dr. Whitacre will talk about PayPal.

This year's lunch program will be delivered by Mandy Gross, Communications Specialist at the Robert M. Kerr Food and Agricultural Products Center on the OSU Campus. Gross' presentation is titled "Strategic Planning for Social Media."

Registration for the conference will be \$25 and will include lunch. If you would like to register contact suzette.barta@okstate.edu.

Sponsorship for the Small Business Conference is provided by Payne



Gail Metcalf (left) asks Dr. Whitacre a question during his session last year while Debbie White-Hinchey listens.

Co. OSU Extension, Kerr Food & Ag Products Center, Meridian Technology's Center for Business Development, and the Stillwater Public Library.

UPCOMING EVENTS FOR FALL 2012:

- Sept 8—Perkins’ Old Settler’s Day
- Sept 13—Free Sale Tax Workshop
- Sept 15—Glencoe Founder’s Day
- Sept 29—Perkins Car Show
- Oct 6—Stillwater Downtown Car Show
- Oct 13—Cushing’s Festival in the Park
- Oct 20—OSU Homecoming
- Oct 24—Small Business Conference
- Nov 2-4—Fall Craft Show, Fairgrounds

TIPS FOR USING A SQUARE READER TO ACCEPT CREDIT/DEBIT CARDS

1. Do some research and check out what is available. PayPal has a free reader and so does squareup.com.
2. Do not pay for a reader in a retail store. Most programs will send you the reader free.
3. Make sure your phone model is compatible with the reader that you choose.
4. Do not link the reader to your household’s checking account. If you do not have a separate checking account for your small or home-based business, it is time to get one.
5. Be prepared to pay per swipe. Square charges 2.75% per swipe.
6. If your sales volume exceeds \$1,000 per month on the reader, consider a single once per month fee. Square charges \$275 per month.



QR “QUICK RESPONSE” CODES—EASIER THAN YOU THINK

QR Codes, such as the one shown above, are popping up everywhere from ketchup bottles to business cards. But what are they?

QR Codes are essentially a direct link to a web URL—even a Facebook page—through your smart phone. To use one, download a free QR reader app for your iPhone or Android.

Once you have the app, you essentially use it to take a picture of the QR Code. The one shown above, for example, should send you to the Extension office’s Facebook page (pictured at left.) Give it a try!

Cool huh? And guess what? These codes are super easy for you as a small business owner to create and use yourself. Just Google “Free QR

Code Maker” and you will find a variety of sites that will do this for you...for FREE. All you have to do is enter the web address where you want the code to take your potential customer. Like magic, a picture file with your QR code will be displayed. Save the file and print this code out on anything and everything.

It’s that easy.

PAYNE COUNTY CONNECTIONS CLASS 3 SET TO GET UNDER WAY

Payne County Connections, the county leadership class has announced the participants for Class 3 to begin September 6.

From Stillwater:

Debbie Saterbak; OK Department of Career Tech

Penny Weeks; Professor of Ag Leadership, OSU

Connie Romans; Ok Department of Career Tech

John Bartley; Stillwater Mayor, Community Escrow & Title Co.

Amy Jo Frazier; BID Director, City of Stillwater

Amber Ritter; owner Computer iGeeks.

From Perkins:

Casey Martin; OK Department of Career Tech

Bryan Larison; Director Oklahoma Lions Boys Ranch

Brandy Morris; Oklahoma Health Magazine

Bradley Smith; Oklahoma Health Magazine

David Freeman; CREC

Pat Johnson; Retired, Christian Ministry.



← Rep. Denney (right) and Sen. Halligan (Left) are shown reading a proclamation honoring the community service of Marilyn Duff of Cushing (Class 1 Graduate).

From Cushing

Earl Downs, Cushing Chamber of Commerce

Dorinda Gouw, Air Evac Lifeteam

The class will meet September 6 at the Payne County Administration Building for lunch and an orientation. Joining the class for lunch are all 4 of our area state representatives and senator: Sen. Jim Halligan, Rep. Cory Williams, Rep. Lee Denney, and Rep. Dennis Casey.

From September through April the class will meet at least once

in each of our six communities in Payne County: Stillwater, Ripley, Cushing, Perkins, Yale, and Glencoe. An emphasis is placed on learning about the cultural, economic, and recreational components of each community. It is also important for our class members to meet the leadership in these communities including elected officials, police and fire chiefs, school administrators, etc.

Congratulations Class 3. We look forward to a great year!

Be sure to "Like" Payne County Connections on Facebook!

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 SEPTEMBER 13

The Oklahoma Tax Commission will host a Sales Tax workshop in Stillwater on Thursday morning, September 13. 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

**STRATEGIC PLANNING AVAILABLE
FOR YOUR NON-PROFIT ORGANI-
ZATION**

The Oklahoma Cooperative Extension Service has a long history of helping communities and organizations create their strategic plan.

The program generally requires 3 (or possible 4) sessions with your board of directors.

The final product delivered to your organization is a Strategic plan that includes a Mission Statement, Goals, Strategies and Action Plans for achieving them.

It's hard work on everyone's part, but definitely worth it.

Payne County's Extension Educator, Suzette Barta, has been leading strategic planning through OSU Extension for more than 10 years. Call her to discuss your organization's needs. 405-747-8320.

