



PAYNE COUNTY
EXTENSION

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BUILDING UP BUSINESS

JUNE 2013

PAYNE-CREEK-LINCOLN COUNTIES TO GO FOR STRONGER ECONOMIES TOGETHER GRANT

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

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Stronger Economies Together (SET) is an initiative designed by USDA Rural Development and is being facilitated in Oklahoma by the Oklahoma Cooperative Extension Service. According to USDA, the purpose is “to encourage the communities and counties in rural America to work collaboratively on a multi-county regional basis in strengthening their regional economies.”

Oklahoma already has 2 SET regions in place. One in Western Oklahoma and one in the SE Kiamichi region. The state has been approved for 2 additional regions and applications are due to USDA-RD by June 24.

The program involves nine modules of training and culminates in a high quality strategic plan

for each region.

The team putting together the Payne-Creek-Lincoln proposal already exists as a group called Rt. 66 Community Partners (RCP). The RCP focuses on tourism in their region and has strong buy-in from the communities of Prague, Stroud, Chandler, Drumright, Bristow, Cushing, Perkins, and Yale.

Features of the region include Route 66 attractions such as the Rock Café in Stroud. Wineries are popular attractions in Stroud, Sparks, Bristow, and Drumright. Oil boom history is evident in Drumright, Oilton,

and Cushing. Jim Thorpe attractions are features of both Prague and Yale.

For more information about RCP and their application to the SET program, follow them on Facebook or check out their website: www.facebook.com/Rt66CommunityPartners or www.rt66communitypartners.com.



TIME TO APPLY FOR PAYNE COUNTY LEADERSHIP CONNECTIONS CLASS 4

Payne County Leadership Connections is a countywide leadership class directed by the Payne County OSU Extension office. The program meets one afternoon a month from September through April—generally the second Wednesday of each month.

The philosophy of PCLC is that city boundaries do not matter when it comes to growing the communities in our county. Connecting with leaders from all six of the communities in Payne County is an important part of the program.

Here is what past participants have said:

“PCLC provides instant commu-

nity access.”

—Class 1

“PCLC was the highlight of my month. I grew up in Stillwater, but I have learned more than I could imagine.”

—Class 1

“PCLC increases our ability to network and have community-sponsored events, influence legislation, and share regional ideas.”

—Class 2

“I no longer think of Stillwater as my community—I think of Payne County as my community.”

—Class 2

“PCLC opened my eyes to what else is going on in the county.”

—Class 3

If access to other communities and increasing your ability to network around the county is important to you personally or professionally, you are encouraged to apply to be a part of Class 4. Check out our Facebook page at www.facebook.com/paynecountyconnections. Email suzette.barta@okstate.edu for more information. You may also call Suzette at 405-747-8320.

UPCOMING EVENTS FOR SUMMER 2013:

June 26: Strategic Planning for Your Business Facebook—Cushing Chamber
 July 4: Fireworks displays in Stillwater, Yale, and Glencoe
 July 5-6: Perkins Rodeo
 July 12-13: Cushing Rodeo
 July 23: HBB meet at noon to plan Payne County Fair display
 August 6: Perkins Business Fair (8am) and Smart Money Night with Yale Chamber (6pm)
 Aug 21: Running Facebook Promotions, Cushing Chamber
 Aug 26-31: Payne County Fair
 Sept 7: Old Settlers Day and Pistol Pete 5K, Perkins

COOL (AND FREE) BUSINESS APPS FOR YOUR SMARTPHONE OR IPAD

1. QR Code Reader: Go online to find a free QR creator and create a QR code for your business contact info, Facebook, and website URL.
2. www.squareup.com—Get the little square reader for free, plug it into your phone or iPad and start accepting credit cards. Cost is 2.75% per swipe, but no additional fees.
3. Task Managers—Wunderlist (www.6wunderkinder.com).
4. Evernote: Save clips, files and photos from the web. Great for trip itineraries (www.evernote.com).
5. Dropbox.com for iPad: save your files in Dropbox and give access to those you choose.
6. TinyScan from your app store. Scan pages (like a photo) but it saves it as a pdf. Like a mini scanner and fax machine.

By Amber Ritter, Owner Computer iGeeks



Amber Ritter, owner of Computer iGeeks, shares the best apps for smartphones and tablets to Home-Based Business Association in March.

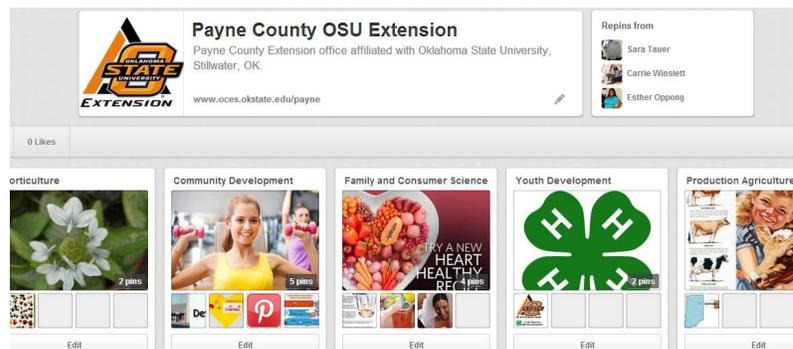
PINTEREST FOR YOUR BUSINESS

Payne County Extension Educator Suzette Barta will present a 2-hour hands-on workshop on using Pinterest for your business in Cushing on September 25, 10am-12pm.

Did you know that Pinterest users are in more of a shopping state-of-mind than are Facebook users? Pinterest is leveraging this attitude with new tools just for business owners. Plus they are adding more all the time.

This training will take you through the steps of setting up a Pinterest account and creating several boards for your business. This program is being offered in con-

junction with the Cushing Chamber of Commerce. Call the chamber at 918-225-2400 to register for this event.



PAYNE COUNTY CONNECTIONS CLASS 3 GRADUATES

Payne County Connections, the county leadership class sponsored by the Payne County OSU Extension Office, held graduation for Class 3 on April 19 at the Vassar Community Center in Perkins. Class 3 began in September 2012 and met once per month through April 2013. Programs were held in every community in the county at least once.

Graduating members of PCC Class 3 from Stillwater are Amy Jo Frazier, Connie Romans, Penny Weeks, Debbie Saterbak, and Amber Ritter. Graduates from Perkins are Pat Johnson, Casey Martin, David Freeman, Bryan Larison,



and Brandy Morris. Representing Cushing in this year's class is Dorinda Gouw.

In addition to the participants and their families, several alumni

were in attendance: Perkins Mayor, Bob Johnson (Class 1), Monica Savory (Class 2), and Valerie Bloodgood (Class 2).

3RD ANNUAL YOUTH ENTREPRENEUR EXPO DELIVERS A PUNCH!

More than a dozen young entrepreneurs and their families gathered on June 4 at the Payne County Expo Center for the 3rd Annual



Katie Oestmann of Yale won the booth display contest with her business Uniquely for U.

Young Entrepreneur Expo.

For the young people, the favorite part of the event is the booth display contest in which they are given an opportunity to set up a booth much like what they would have at a craft or trade show. Judges for this year were Erin Johnson of FAPC and Misty

Stutsman from OSU's Riata Center.

This year's winner was Katie Oestmann of Yale with her business Uniquely for U. Second place went to Sewing Kits 4 Kids owned by sisters from Glencoe, Karen and Susan Weckler. Third place went to Coasters by Colby owned by Colby Hutson of Perkins.

The young entrepreneurs also got a good dose of educational workshops at this year's event including Amber Ritter's presentation about best apps for business. Our featured speaker was Stillwater entrepreneur, Kyle Eastham. Eastham wore his Kara-

te Black Belt and demonstrated a few techniques while teaching wonderful lessons about setting goals, having focus, and making productive life decisions. He also gifted each young entrepreneur with one of his books; *Life is a Bowl of Choices*.

To learn about youth entrepre-



Featured Speaker, Kyle Eastham, uses a Karate punch to make a point.

neurship all year long, like our Facebook page at www.facebook.com/youngentrepreneurexpo.

www.oces.okstate.edu/payne

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

**SMART MONEY NIGHT WITH THE YALE
CHAMBER—AUGUST 6**

Smart Money Night is a program being offered as a community service by the Yale Chamber of Commerce with assistance from the City of Yale and American Heritage Bank.

Payne County OSU Extension will provide the program instructors and the educational information.

Smart money night is appropriate for any individual 16 and over with a bank account. The event is designed to be fun AND informative. It is a free

event including refreshments and door prizes.

The agenda for the program includes the Money Habitudes game, Envelope Budgeting, Charitable Giving—Me? And Life is a Happy Balance Challenge.

To register, contact Cindy White at :

cwhite@ahb-ok.com.

Contact suzette.barta@okstate.edu if you would like a copy of the event brochure.

**STRATEGIC PLANNING FOR
YOUR BUSINESS SOCIAL MEDIA
PRESENCE**

Coming up quickly on June 26, (10am—noon) Extension Educator Suzette Barta will teach “Strategic Planning for Your Business Social Media Presence.” This is the third workshop in a series of five being presented by the Cushing Chamber of Commerce designed to help businesses stay on top of social media opportunities. Call the Cushing Chamber at 918-225-2400 to register for this workshop.

