



BUILDING UP BUSINESS

MARCH 2014



EXTENSION CELEBRATES 100 YEARS!

INSIDE THIS ISSUE:

Spring Events in the County

Pinning Advice Direct from Pinterest

No-Cost Facebook Tutoring Offered

Leadership Class will Learn about Ag Industry

4th Annual Youth Entrepreneur Expo set for June 3

HBB Will Meet at Stillwater Library in April

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

Suzette.barta@okstate.edu



Oklahoma State University, U.S. Department of Agriculture, State and Local governments cooperating. In compliance with Title VI and Title 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, sex, age, religion, disability, or status as a veteran in any of its policies, practices, or procedures.

The public is invited to join Payne County Extension as we celebrate 100 Years of Extension on Friday, April 25, 2014, 5-8pm at the Territorial Plaza in Perkins.

The Smith-Lever Act, which formally established the national Cooperative Extension Ser-



Payne County 4-H Educator, Brenda Brantley, with OSU's Pistol Pete.

vice was signed May 14, 1914 by President Woodrow Wilson. The Act provided funding through land-grant universities such as Oklahoma State University to expand vocational, agricultural and home demonstration programs. Langston University also has Extension as part of its mission.

Payne County's Centennial Celebration will offer county residents the opportunity to:

- Purchase home-made pie baked by Payne County's OHCE clubs. (Years ago, your grandma might have called it her "home demonstration club.")
- Enjoy hot dogs served by our 4-H clubs.
- Participate in demonstrations to get entered to win exciting door prizes.
- Take guided tours of the historic buildings in the Plaza. (www.okterritory.org)
- Have your picture made with OSU's mascot, Pistol Pete on the front porch of the real Frank Eaton's home (tentative.)
- Compete for fun prizes in the home-made ice cream making contest! (Contact the Extension office to enter your organization or civic group in the competition.)
- View the preview trailer for the upcoming OETA special "One Hundred Years" that will air May 8.
- Enjoy other entertainment.

EXTENSION PARTNERS WITH STILLWATER CHAMBER FOR SMALL BUSINESS TRAINING

Extension Educator, Suzette Barta will be teaching a series of small business programs for the Stillwater Chamber in 2014. These programs are open to both Chamber members and non-members.

Telephone Etiquette. Friday, March 28, 10:30am. Telephone Etiquette is important because when you are on the phone with a customer, you ARE the company. This program will remind you of six important "Rules for Telephone Communication" and share some of the most common complaints by telephone customers. This workshop takes a humorous approach to this serious topic.

Pinterest for your Business: Wednesday, July 30, 3:30pm. Breaking into and understanding how to market your business at the next level is important for any business. Pinterest is one of the fastest growing social media platforms, and if your target market is on Pinterest, your business should be too. This workshop is an introduction to Pinterest from the business owner's perspective.

Oklahoma PRIDE. Friday, October 17, 8am-11am. Quality customer service is essential for any business or organization. This program teaches what goes in to quality customer service as well as basic hospitality skills. A distinct emphasis is placed on how

your employees can make their community more attractive to visitors and tourists.

According to the Stillwater Chamber, they want to offer these programs "to ensure our companies in and around Stillwater have the tools to be successful."

Businesses are encouraged to contact the Stillwater Chamber of Commerce to learn more about any of these programs.

www.stillwaterchamber.org

405.372.5573
1.800.593.5573



UPCOMING EVENTS FOR SPRING 2014:

Mar 8: Craft Show @ Expo

Mar 25: Taste of Stillwater @ Expo

Mar 26: Cushing Women in Business, 12-1pm @ Mi Casa Mexican Restaurant

Mar 27: Stillwater Radio's Women's Night Out @ Expo

April 5: Perkins Citywide Garage Sale

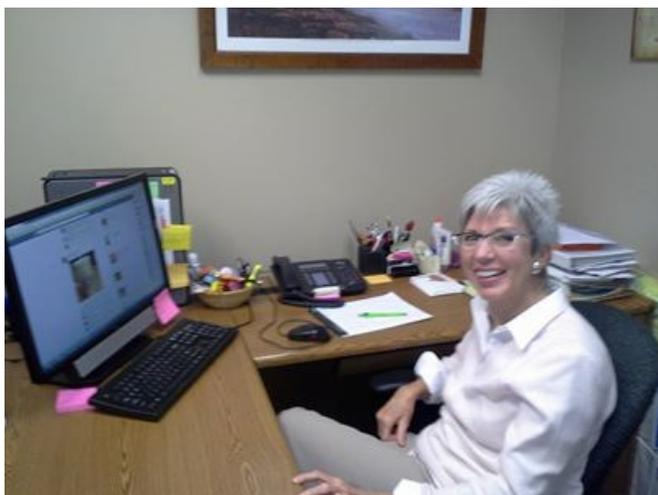
April 5-6: Stillwater Homebuilders' Home and Garden Show @ Expo

April 25: Extension Centennial Celebration in Perkins—events all day!

May 10: Ripley Pioneer Days & Parade

PINNING ADVICE TO BUSINESSES ON PINTEREST—DIRECT FROM PINTEREST

1. Pin from various sources rather than one specific site.
2. Pin (repin) from within Pinterest to engage with others. This also helps pins go viral.
3. Create at least a few boards that cover a broad range of interests, rather than maintaining a single board devoted to one topic.
4. Pace your pins so that your followers aren't overwhelmed by too many pins in their feed at once.
5. Pin to highlight aspects of your brand that may not come to mind at first when people consider your brand.
6. Use Pinterest to learn what your audience/users/customers want and like. Go out and look at the boards of some of your top customers who are on Pinterest.
7. Sign up for Pinterest's web analytics.



Judith Ellis works on her business Facebook page with a little help from Extension Educator, Suzette Barta. Judith invites you to "Like" her page: Judith Ellis - Juice+.

NO COST FACEBOOK TUTORING OFFERED

Sometimes the world of social media can be daunting to business owners – especially those who are not already proficient Facebook users. Add to this the fact that their time is incredibly scarce. Finding the time to learn and manage something completely new is challenging, to say the least. Extension Educator, Suzette Barta offers one-on-one Facebook tutoring for business owners who are interested in setting up their own business Face-

book page.

Judith Ellis with Juice+ is shown (above) working on a computer at the Extension office, but Suzette is also willing to come to your office (anywhere in the county) if that is a more convenient option. The session will take about 1 to 1.5 hours.

The beginner's session will walk you through signing up for a new business page, uploading photos for your cover photo and profile picture, and

posting your first updates. You will also discuss some techniques for gaining "likes" and engaging your fans through effective posts.

The Level 2 session will teach you about scheduling posts in advance, advertising with Facebook, and using Facebook insight tools.

Simply call, email, or send a Facebook message to Suzette Barta if you would like to set up a time for your personal training session.

PAYNE COUNTY LEADERSHIP CONNECTIONS CLASS 4 TO LEARN ABOUT AG-INDUSTRY IN PAYNE COUNTY

So far in 2014, Payne County Leadership Connections has already visited Yale, including a trip to Chavas Mexican Restaurant and a tour of the Jim Thorpe Home. The class also made their second trip to Cushing and toured the Public Safety Center as well as Doug Carson & Associates—a company that creates software that protects ALL X-Box games from piracy.

In March the group will learn about another industry in Payne County—the agriculture industry. Photos shown here are of last year’s class (Class 3) as they learned about several aspects of Agriculture in Payne County.

Nathan Anderson, Extension Ag Educator for Payne County, is show to the right as he discussed the financial impact of agriculture in our county (which is approaching \$50 million annual market value of sales.)

The photo in the upper right shows



Dick Hoffman (right) of Hoffman Pecan Farm in Ripley, shows Dorinda Gouw (Class 3) pecan shells that will be sold for mulch.

owner of Hoffman Pecan Farms, Dick Hoffman, explaining how pecan shells are collected and sold as mulch material. Hoffman’s retail store sells cracked and blown pecans by the pound. Learn more at www.hoffmanpecanfarm.com.

The final stop of the afternoon for this tour of the ag industry was Reproduction Enterprises, Inc. Without going into too much detail, REI specializes in reproductive services for cattle, goat,

sheep, horse, deer, elks, and dogs. The storage tank shown bottom of this page contains thousands of dollars of semen samples that are being stored by REI for their clients.



Nathan Anderson, Extension Agriculture Educator



REI employee shows Class 3 the nitrogen freezers where samples are stored for clients.

No doubt about it...we have some unique industries in Payne County. If you would enjoy learning more about your county, consider being a part of Class 5 which will begin in September. The Extension office will begin recruiting for Class 5 in June 2014. For more information call the Extension office at any time: 405-747-8320.

www.oces.okstate.edu/payne

**PAYNE COUNTY
EXTENSION**

315 W. 6th Avenue, Suite 103

Stillwater, OK 74074

Phone: 405-747-8320

Fax: 405-747-8323

E-mail: suzette.barta@okstate.edu



BUILDING UP BUSINESS—

**A NEWSLETTER FOR ECONOMIC DEVELOPMENT IN
PAYNE COUNTY**

**HOME BASED BUSINESS GROUP TO HOLD APRIL PROGRAM AT
STILLWATER PUBLIC LIBRARY**

Despite its name, the Payne County Home-Based Business Association is not just for home-based business owners. It's an organization for anyone who has an interest in small business. The group meets at noon on the fourth Tuesday of the month for lunch, networking, and an educational program. The programs are FREE to the public, and anyone with an interest in the topic is welcome to attend.

Normally, the group meets at the Payne County Administration Building, but in a special event, the HBBA will hold its April program on Tuesday, April 22 at the Stillwater Public Library (room to be announced.) Emily States, Adult Services Librarian, will be the presenter for the program and will discuss effective graphic design. Topics she will touch on include:

- Tips on software (free?) that business might choose to utilize
- Tips for effective marketing materials

Also, plan to attend the March program, March 25, noon at the Payne County Administration Building. JC Hobbs, Extension Tax Specialist present part 2 of his tax program. In February, he spoke about keeping records to avoid looking like a hobby to the IRS. In March he will discuss tax changes for 2014 that small businesses need to be aware of.

If you would like to attend either of these programs, call or email the Extension office to RSVP. RSVP is only necessary if you would like for us to order lunch for you. If you choose to purchase lunch, the cost is \$10 at the door. Program attendance, however, is free.



Save the Date!
2916 446 D9161

**4th ANNUAL YOUNG ENTRE-
PRENEUR EXPO SET FOR JUNE
3, 2014**

The Payne County Extension office is in the early planning stages for this year's Young Entrepreneur Expo to be held on Tuesday June 3 at the Payne County Expo Center, 5-9pm.

This is an educational program for young people (under age 21) who already own or are thinking about owning their own business. The evening will include a booth display contest, top-notch speakers, and sessions with volunteer mentors.