

Becky McCray's down-to-earth programs on rural trends, downtown development and small business have given do-able ideas to audiences at over 200 events including entrepreneur conferences, small town events, ag groups, economic development organizations and chambers of commerce in the US, Canada, UK and Australia. She has presented at South by Southwest Interactive (SXSW), the International Economic Development Council (IEDC) Annual Conference, the National Summit on Rural Entrepreneurship (USA), the American Independent Business Alliance (AMIBA) National Conference, a US Senate staff briefing on rural broadband and TEDxGympie: Innovation in Rural Communities (Australia).

RURAL AND SMALL TOWN TOPICS



Positive Rural Trends

• Learn why we have a future and how to shape it

Big Ideas in Small Towns: Opening Up to New Ideas

 Learn 3 practical ways to position your community to thrive no matter what the future brings

Innovative Rural Business Models

 Learn how rural entrepreneurs are succeeding using new, lower-risk business models

Rural Jobs Creation Strategies

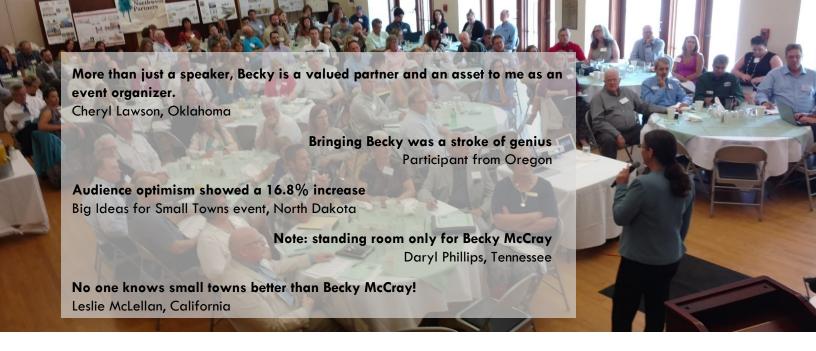
 Learn innovative ways small towns are prospering by connecting their small businesses and would-be entrepreneurs with the support and network they need

See video of Becky in action here: BeckyMcCray.com/video

For practical tips you can use right away, download Becky's ebook:

101 Ways to Start More Tiny Businesses in Your Town

www.beckymccray.com/tiny-businesses



Your town matters. It's worth the effort. No place is quite the same mix of people and place, culture and heritage. You're unique. Despite the naysayers, your small town has a future, and you're about to change it.



A DIFFERENT DOWNTOWN WALK-THROUGH

When I walk through your downtown with you, I point out your potential and help you see the specific steps you can take to make meaningful change. It's not about gathering ideas or building consensus or writing a plan. Others may come to your town with their pre-made template and try to make you fit into it. My approach is to unleash your people to start right away accomplishing what matters most to you.

BECKY MCCRAY'S SMALL TOWN BACKGROUND

Becky McCray is a lifelong rural entrepreneur from Northwest Oklahoma. As co-founder of SaveYour.Town, she shares insights drawn from her real-world experience as a business owner and cattle rancher. Her practical perspective is featured in her award-winning book, Small Town Rules, co-authored with Chicago entrepreneur Barry Moltz. Her common-sense views have been featured and quoted in The New York Times, Entrepreneur Magazine and many blogs, podcasts and university publications.

SMALL TOWN RULES

How Big Brands and Small Businesses
Can Prosper in a Connected Economy

BARRY J. MOLTZ & BECKY McCRAY

Becky's wide experience in small towns includes working as owner of retail stores, as city administrator for a town of 990 people, an executive with rural nonprofits and teacher of computer and business classes. In 2004, she ran for state legislature, losing by just one vote per precinct. She believes we learn from both our successes and our failures, even when those failures are printed in the local newspaper. She and her husband Joe make their home base in Hopeton, Oklahoma, population 30. Her goal is to deliver practical steps you can put into action right away to shape the future of your community.