

Becky McCray

**SPEAKER ON RURAL AND
SMALL TOWN BUSINESS TOPICS**

I help you shape a brighter future for your rural place no matter what the naysayers do, giving you practical steps you can put into action right away.

My advice is based on my real-world experience as a small town store owner and cattle rancher. I don't just talk about rural issues; I live them.



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



More than just a speaker, Becky is a valued partner and an asset to me as an event organizer.

Cheryl Lawson, Oklahoma

Bringing Becky was a stroke of genius

Participant from Oregon

Audience optimism showed a 16.8% increase

Big Ideas for Small Towns event, North Dakota

Note: standing room only for Becky McCray

Daryl Phillips, Tennessee

No one knows small towns better than Becky McCray!

Leslie McLellan, California

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.

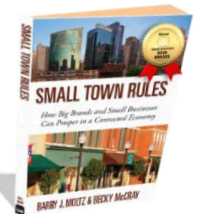


A DIFFERENT DOWNTOWN WALK-THROUGH

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 co-owns a retail liquor store and a cattle ranch in Northwest Oklahoma. She shares insights drawn from her real-world experience in her award-winning book, *Small Town Rules*, co-authored with Chicago entrepreneur Barry Moltz. Her practical perspective has been featured in *The New York Times*, *Entrepreneur Magazine* and many blogs, podcasts and university publications.



Becky's wide experience in small towns includes working as city administrator for a town of 990 people, an executive with rural nonprofits, owner of an antiques store 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.

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