

# Local author joins worldwide book collaboration

Alva's Becky McCray is one of 237 marketing bloggers from 16 nations authoring a book to benefit international children's charity.

Becky McCray is part of a unique collaboration via the internet, involving 237 marketing professionals who write from 29 states throughout the U.S. and from 14 other nations from Australia to the Ukraine. She joined online with other bloggers to write *The Age of Conversation 2*, a book that is being published this month. All proceeds from sales of the book will be donated to Variety, the international children's charity.

McCray writes a blog called *Small Biz Survival* about small town small businesses. She contributed an essay which explains why small business people just don't have time to explore new social media tools like blogging and podcasting to market their businesses in new ways.

"Blogging has become a new way for professionals to share and discuss ideas," McCray said. "Collaborating on a book about business is a perfect way to share among ourselves and reach out to others who don't read blogs. And we have the added incentive of helping a charity that does important work around the world."

McCray, who's been active in Workforce Development and a number of economic development endeavors, started her blog because she received a lot of email newsletters that she felt would benefit people in many small towns.

"Since I wasn't working professionally at that time, I started a blog to share it," she said. "I thought people that knew me locally would be the ones to read it. There are about 800 readers worldwide right now."



Becky McCray

Because of her blog, McCray writes a column regularly which is posted in Australia and the United Kingdom.

"It's just gone worldwide," she said.

As a result of her blog, she was recently invited to speak at the Blog World Expo in Las Vegas.

McCray's first book focused on "Everything that you need to know about blogging and pod casting; - How to position yourself as an expert."

This second book has an unusual story behind it, involving online connections between people around the world who have never met each other.

Drew McLellan, who heads an

advertising agency in Des Moines, writes a blog online. Drew's Marketing Minute is among the 25 most-read marketing blogs, and a regular reader is Gavin Heaton, who works for global software giant SAP in Sydney, Australia. Heaton writes a blog called *Servant of Chaos*.

Nearly two years ago through a chance online conversation, McLellan and Heaton decided to invite fellow bloggers to participate in writing a book about conversation and how it impacts us in marketing, in business and in life in general.

"Blogging, after all, is about conversation," McLellan said.

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More than 100 bloggers from the U.S. and eight countries responded by contributing essays on conversation. The book, published in the summer of 2007, earned \$15,000, all of which was donated to the international childrens charity Variety.

"Gavin and I were overwhelmed with the response," said McLellan "Almost as soon as the first book was published, we heard from bloggers asking when the next book would be published so they could contribute essays."

Keeping with its online origin,

The Age of Conversation 2 is available as a downloadable e-book, at a cost of \$12.50, of which \$10 will be contributed to Variety. A limited edition of hardcover (\$29.95, with \$6.04 to charity) and softcover (\$19.95, with \$8.02 donated to charity) were printed.

Purchases can be made online at <http://stores.lulu.com/ageofconversation>. More information can be seen online at [www.ageofconversation.com](http://www.ageofconversation.com).

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**BEFORE THE CORPORATION**

North, Range 13 West, Woods County, Oklahoma

INJECTION ZONES AND DEPTH:  
Arbuckle Open hole below packer set at approximately 6,085 feet to approximate