

# **Becky McCray**

**Rural Entrepreneur at Cattle rancher and retail store owner**

Alva, OK, US

Becky McCray doesn't just talk about small town business, entrepreneurship, and rural issues; she lives them.

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## **Description**

My programs give you practical steps you can implement right now to shape the future of your community.

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.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance

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## **Industry Expertise**

Agriculture and Farming, Social Media, Retail, Travel and Tourism

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## **Topics**

Small Business, Social Media, Economic Development, Tourism, Rural, Small Town

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## **Affiliations**

Alva Area Chamber of Commerce, Northwestern Oklahoma State University Alumni Association, Shift Your Shopping National Working Group

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## **Sample Talks**

### **Small Towns Have a Future: 10 Trends in Our Favor**

All your life, you've been told that small towns are dying, drying up, and disappearing, and that there's nothing you can do to change it. What you don't ever hear is the good news. Big trends are moving in our favor: brain gain, changing retail dynamics, new travel motivations and more. Learn why we have a future and how to shape the future of your town.

Rural audiences love this topic because it is a breath of fresh air: the good news about small towns!

### **“We Tried That Once” and Other Myths: Making your town idea-friendly**

Too often, small towns shoot down ideas with “We tried that once” or “That’s not how we do things here.” But massive changes in the economy, technology and society mean small towns must change or die. Since we can never go back to the way things were, how do we start from here and go forward? Learn the practical steps you can take to change attitudes, improve the environment and create more connections, whether any of the old guard are ready to change with you or not.

This topic shakes up old ideas about small towns. Audiences leave feeling more optimistic because they see exactly how they can shape a better future for their town.

### **Small Town Rules: A Refresher Course in Common Sense**

Shifts in the global economy, new technology and changes in society have made the business world much more like a small town, refocused on local businesses and communities. We’re hungry for a return to business and life on a human scale, and 21st Century leadership means relearning the practical principles that small town businesses have been using for years to succeed even in the worst hard times.

If you want a topic that appeals to a broad range of people, this is a terrific choice.

### **What Works in Rural Marketing Today: Be heard without shouting**

Your messages are being lost in the ocean of information. How can you get your important communication through? How can you market, advertise or advocate when no one is listening? The answer is in this practical system for stepping up the engagement and layering the details that you can put into practice in your very next email, update or printed material. You’ll create valuable messages that get through and get remembered.

This is an excellent topic for tourism-related businesses.

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## **Past Talks**

### **Do small towns have a future?**

TEDxGympie: Innovation in Rural Communities

### **How Big Brands and Small Businesses are Thinking and Acting Small**

American Marketing Association local

### **The Return of Small Town Business**

Social Media Breakfast Maine

### **Fitting Social Media into Your Workflow**

Texas Association of Convention and Visitor Bureaus Conference

### **Small Town Rules**

BlogWorld Expo

### **Small Town Rules -- Keynote**

Michigan Small Town and Rural Development Conference

**Small Town Rules -- Keynote**  
Social Media Tulsa Conference

**What we can learn from small town entrepreneurs**  
SXSW Interactive

**Finding Your Online Champions, and Social Media Roundtable**  
Nebraska Travel Conference

**The Social Network: Marketing Strategies for Today**  
Oklahoma Governorâ€™s Conference on Small Business

**Small Town Rules**  
RevitalizeWA

**Charge Premium Prices and Visitors Will Thank You -- Keynote**  
Tri-state Agritourism Conference

**Social Media: Linkage to Multiple Markets**  
International Economic Development Council Conference

**Marketing Your Community as a Destination**  
Governorâ€™s Rural Community Summit

**Panel with Liz Strauss, Terry Starbucker, Dave Taylor and Simon Salt.**  
Social Media Club

**Small Town Rules - Keynote**  
Norfolk County Tourism and Economic Development Symposium

**Small Town Rules -- Keynote, 3rd consecutive year**  
Social Media Tulsa Conference

**Event host/emcee**  
SOBCon

**Small Town Rules -- Keynote**  
Locally Energized: Community Futures Development Corporations Conference

**Social Media & Tourism: Market YOUR Main Street**  
American Planning Association Illinois State Section Fall Conference

**Small Town Rules - keynote**  
Norfolk County Tourism and Economic Development annual symposium/general meeting

**Keynote speaker for 3rd consecutive year**

Social Media Tulsa Conference

**Small Town Rules - Keynote**

Locally Energized: Community Futures Development Corporations Conference,

**Keynote speaker**

Ontario Ministry of Agriculture's Municipal Economic Development Forum

**Keynote speaker**

Rural Pathways to Prosperity Conference

**Keynote speaker and workshop leader**

Doing Business Creatively in a Northern Community

**Putting Success in Your Way - 4th consecutive keynote appearance**

SMTulsa Conference

**Panel on Multiplying Your Online Reach with Jen Risley and Emma Wilhelm, and presentation on Creating Your Business's or Organization's Biggest Fans.**

Go Local, Grow Local: American Independent Business Alliance (AMIBA) Conference

**Small Towns Have a Future - Keynote**

Small Town Conference, Oklahoma Main Street

**The Liquor Store Model for Social Media Success**

Confluence

**Tackling Rural Entrepreneurship Challenges**

National Summit on Rural Entrepreneurship

**All Business is Local - 5th consecutive year to keynote**

SMTulsa

**10 Trends in Our Favor -- Keynote, and Building a Strong Local Economy -- workshop**

Community Connect Forum

**10 Trends in Rural's Favor, and Why Small Towns Need Social Media**

Rural Development Conference, USDA, TVA

**Broadband Access as a Basic Service panel**

Public Knowledge Policy Panel

**Bringing Big Ideas to Life -- keynote, What Works in Rural Marketing Today -- workshop**

Big Ideas for Small Towns

## **Turning Rural Negatives into Positives, with Deb Brown**

### **Rural Economic Development Webinar**

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## **Education**

**Northwestern Oklahoma State University**  
B.S. Business Administration

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## **Accomplishments**

### **Top 100 Small Business Influencers, 2011, 2012, 2013, 2014**

As selected by a group of small business experts and online nominations. Quite an honor, considering the competition included many much more "well known" people.

### **Outstanding Resource Partner, Small Business Administration, 2003**

Honored in the Northwest Oklahoma Region, nominated by the local Small Business Development Center for our work together on Entrepreneur Days throughout the region.

### **Small Business Book Awards 2013**

A Community Choice Winner in 2013 Small Business Book Awards, Small Biz Trends.

### **Best Small Business Books Published in 2012**

Awarded by National Federation of Independent Business

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## **Testimonials**

### **Mack Collier**

Becky agreed to co-host the 1st Live #Blogchat event at South By Southwest. I threw Becky quite the curveball, as I asked her to join and help facilitate the discussion and flow at this event with only a couple of hours notice. But I did that because I knew that she could handle the event, and she did so flawlessly. Becky is a very polished yet completely natural speaker, and that resonates with her audience. She was a star of our event, and a huge reason why it was so successful.

### **Cheryl Lawson**

Becky's ability to connect the changes in today's business world to small town rules is phenomenal. When she speaks, you can see the light bulbs going off in the audience as they collectively nod their heads. Becky McCray understands community and seamlessly becomes a part of any audience she encounters. More than just a speaker, Becky is a valued partner and an asset to me as an event organizer.

### **Kevin Jessop**

That Becky McCray knows her stuff. Our AMAOKC surveys indicate she was EXTREMELY well received!

**Derrick Parkhurst**

I have a sneaking suspicion that you could talk about anything and make it seem interesting.

**Deb Brown**

Outstanding guided brainstorming session today with Becky McCray. She got the entire room to start thinking about working together, sharing our passions and supporting local businesses. Everyone left with a list of things they could go back to work with and install right away. So much better than a one hour lecture and more empowering as well. By the end of the week, I saw businesses changing their marketing, starting to work together, cooperating with the local paper, and a few new people starting to work with the Chamber.

**Laura Girty**

Consistently audiences rate her highly and go away energized and excited to tackle their business dreams, and always wanting more. She continues to be one of the most valuable resources I have found for small business!

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