

# Becky McCray

INTERNATIONAL SPEAKER ON RURAL AND SMALL TOWN TOPICS

**I help you shape a brighter future for your community no matter what the negative people do, giving you practical steps you can put into action right away.**

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



Becky McCray's down-to-earth programs on her Idea Friendly Method, rural trends, downtowns and economic development have given do-able ideas to audiences at **over 200 events**, both in-person and virtual. **Rural and small town forums, economic development organizations, councils of government and chambers of commerce** in the **US, Canada, UK and Australia** choose her to boost optimism, change thinking and unleash immediate action. She has presented at national conferences for the National Association of Development Organizations (NADO), International Economic Development Council (IEDC), Main Street America, the American Independent Business Alliance (AMIBA), the National Summit on Rural Entrepreneurship, a US Senate staff briefing on rural broadband and TEDxGympie: Innovation in Rural Communities in Australia.

## RURAL, LOCAL AND SMALL TOWN TOPICS

**You don't have to know all the answers. You just have to be open to new ideas.**



### **Developing Resilient Communities: The Idea Friendly Method**

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

### **Refilling Your Business Pipeline: Innovative Business Models**

- Learn how local entrepreneurs are succeeding in the most challenging economy by using new, lower-risk business models

### **Rebuilding Your Local Economy: Expanding Opportunity**

- Learn ways to restart local shopping while creating a more mobile, inclusive and innovative business base

**See video of Becky in action here: [BeckyMcCray.com/video](https://BeckyMcCray.com/video)**

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

Cheryl Lawson, Oklahoma

**I want to go out and change the world after listening to a mere 12 minutes of Becky McCray**

Victoria Hirschberg, Tennessee

**Audience optimism showed a 16.8% increase**

Big Ideas for Small Towns event, North Dakota

**Great presenter who is obviously passionate and genuine about what she does, and embodies economic development in her everyday work.**

Kathleen Code, British Columbia, Canada

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

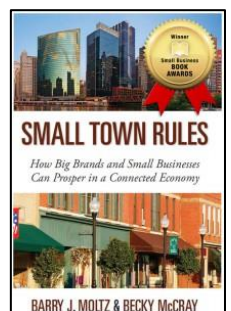


## DYNAMIC VIRTUAL AND REMOTE PRESENTATIONS

For over a decade, I've led engaging live, recorded and hybrid sessions via audio and video for groups like the National Federation of Independent Businesses and National Cooperative Extension. **Audiences rave about the practical ideas** they can implement right away, the clarity of my message, and **say it was like I was right there in the room with them.**

## 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.



Becky's wide experience in small towns includes work as owner of retail stores, as administrator for a town of 990 people, as 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.