

Becky McCray

Expert for Small Towns at SaveYour.Town

Alva, OK, US

Practical steps you can put into action right away to shape a better future for your community

Biography

Becky McCray is a lifelong small-town entrepreneur. As co-founder of SaveYour.Town, she shares insights from her real-world experience as a business owner and cattle rancher. Her practical perspective is featured at her highly-ranked website, Small Biz Survival, and in her award-winning book, Small Town Rules. She's been featured and quoted in books, newspapers, magazines, blogs, podcasts and university publications. She makes her home base in Hopeton, Oklahoma, a community of 30 people. Her goal is to deliver practical steps you can put into action right away to shape the future of your town.

Availability

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

Areas of Expertise

Nonprofits, Entrepreneurship, Social Capital, Community Development, Small Town, Rural, Economic Development, Small Business, Placemaking, Revitalization, Community Vitality

Affiliations

Rural Renewal Initiative, Oklahoma State University, Alva Area Chamber of Commerce, Northwest Oklahoma Alliance, Shift Your Shopping National Working Group, Northwestern Oklahoma State University Alumni Association

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!

Developing Resilient Communities: The Idea Friendly Method

You don't have to know all the answers. You just have to be open to new ideas. Today you can put your ideas into action with less overhead, less drag and more meaningful participation by more people. Learn three practical ways the research-backed Idea Friendly method will help you improve the climate for new ideas and position your small town to thrive, no matter what the future brings. This topic shakes up old approaches so we can better adapt to the future. Audiences leave feeling measurably more optimistic (16.8% more optimistic in one survey) because they see exactly how they can shape a better future for their town.

Refilling the Business Pipeline: Expanding Economic Opportunity with the Innovative Rural Business Models

The old way of going into business doesn't fit today's economic crisis realities. Entrepreneurs will need new, more accessible business formats and new ways of doing business, including pop-ups, shared buildings, businesses inside of other businesses and more. Find out how entrepreneurs are already using these smaller scale experiments and tests to learn what works before making a huge investment. Learn how you can adapt them for your community and pull down the barriers to entry. Not only are entrepreneurs interested in these potential models, but local leaders also can put them to work spurring new business development and supporting fuller participation in the local economy.

Event Appearances

Current list on my speaking site

Over 200 events

Do small towns have a future?

TEDxGympie: Innovation in Rural Communities

Small Town Rules

BlogWorld Expo

Small Town Rules -- Keynote

Michigan Small Town and Rural Development Conference

What we can learn from small town entrepreneurs

SXSW Interactive

Social Media: Linkage to Multiple Markets

International Economic Development Council Conference

Small Town Rules - Keynote

Norfolk County Tourism and Economic Development Symposium

Event host/emcee

SOBCon

Small Town Rules - Keynote

Locally Energized: Community Futures Development Corporations Conference,

Keynote speaker

Rural Pathways to Prosperity Conference

Tackling Rural Entrepreneurship Challenges

National Summit on Rural Entrepreneurship

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

Education

Northwestern Oklahoma State University

B.S. Business Administration

Accomplishments

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

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.

Small Town State of Now Conference

An international gathering of hundreds of people from small towns exploring high tech, held in 2010, 2011, and 2012. The State of Now and 140conf events provide a platform for the worldwide online community to: listen, connect, share and engage with each other, while collectively exploring the effects of the emerging real-time internet. The new ideas created by the community are much stronger than the ideas that each person brought with them.

Kauffman Platinum Award

awarded by EntrepreneurshipWeek USA, Ewing Marion Kauffman Foundation

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.

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!

[Please click here to view the full profile.](#)

This profile was created by [Expertfile.](#)