

Oklahoma Innovations Radio Show

Air Date: June 28, 2009

Guests: **Lori Broyles**, REI Women's Business Center OKC

[Music]

>> From the OCAST Radio Network this is Oklahoma Innovations, a weekly science and technology radio magazine brought to you as a service of OCAST, the Oklahoma Center for the Advancement of Science and Technology. OCAST is the state's only agency whose sole focus is technology. It's development, transfer, and commercialization. OCAST mission is to identify and find promising research and technologies that allow Oklahoma to compete in a global market economy from our own backyard. This program features some of the state's most gifted and talented scientists, inventors, entrepreneurs, manufacturers, and business leaders who all have one common goal; developing technology based economic growth for all Oklahomans. Now here are your hosts, Gary Owen and Steve Paris.

>> Gary: Well, Steve is not with us today, so I have to be the voice and the brains. Uh-oh, that could be dangerous today, huh? Well, anyway, Steve is on assignment and will be back with us hopefully next week. He is doing fine, no problems there, but he had some other things he had to do at OCAST this week and so he was not able to be on the program. Glad to have you with us this weekend. As you know, this is a program about science and technology. We try to bring interesting guests every week who will enlighten you, inform you, and educate you about all the wonderful things that are going on in our state related science and technology business. It could be about the research, it could be about innovations or inventions. It could be about manufacturing. It could be about funding. And it could also be about a variety of business services out there that help people who are trying to get into business or have business. That's what that program is all about. Well, it just so happens if you are a woman in business, you're going to want to turn up the radio because we have Lori Broyles with us, who's the coordinator with a group called Rural Enterprise of Oklahoma. We're going to call that REI for short. We'll be talking with her here momentarily about the Women's Business Center at REI. Some great services they offer for women in business. And you guys out there, too, you're going to learn some fun stuff there, so.

>> Gary: Nothing really going on according to my producer, Debbie Cox, that's of importance with the OCAST calendar, so we're going to move right along and get into some of this stuff that I do every week, which is bring you some of the science and technology stories from around the country that perhaps you didn't see or hear about this past week. First of all, just found out this past week that Toyota plans to launch a fuel cell car by the year 2015. That's their plan, to roll it out and try to stay ahead of the global race for green automobiles. Fuel cell technology, of course, is considered a cutting edge solution to reducing carbon dioxide emissions as it generates electricity by combining a fuel, usually hydrogen, with oxygen and therefore only emits water. Fuel cell systems remain costly due to the technology involved and the fact that it's difficult to store enough hydrogen in a vehicle to allow it to travel as far as a conventional car. Toyota, however, is banking on greener cars to help it out of its current sales slump. So we'll be keeping an eye on that. Well, you know over the last year, year and a half we've been talking about this large atom smasher, and you know they had some technical problems. I'm sure that you recall that last fall they had some technical problems and had to shut it down. Well, this, they call it the

world's largest atom smasher, will likely be up and running again in October, after scientists carry out a variety of tests and put it in place for some further safety measures to prevent a repeat of the faults that sidelined the \$10 billion dollar machine shortly after startup last year. They call it the large Hadron Collider, and it was meant to restart in late September, you may remember, but they're saying that, well, it's going to be pushed back to October. The 20-nation operator known as CERNNS expects repairs and additional safety systems to cost about 40 million Swiss francs, and if you can't convert those into American dollars, that's about \$ 37 million dollars and that of course, is over the course of several years. Now, once it's running, scientists say, they will use this machine to smash together protons and hydrogen atoms inside a 17-mile circular tunnel under the Swiss, Swiss-French border near Geneva. By recording what particles are produced by the collisions, they hope to better understand the makeup of the universe and everything in it. You know, there's a movie that I think came out last year or early this year that this, where this thing just went crazy, and it was kind of, kind of scary, actually. News out of Iraq this week; some science news out of Iraq. They say that they have appealed for scientists living abroad to return home and use their expertise to help rebuild their homeland's economy after years of war. For decades, Iraq boasted one of the most highly educated populations in the Middle East, and the government spent large amounts of its oil wealth to train its brightest individuals, sending many overseas to study at prestigious universities. Thousands, however, fled crippling UN economic sanctions, and then this, the sectarian bloodletting unleashed by the US invasion in 2003, as they say. Well. Anyway, the government says up to 350,000 Iraqis living overseas have university degrees. That is 17% of, that's 17% of the 2 million Iraqi citizens who have fled abroad in recent years. They're saying many of the 200 scientists attending the meeting in Baghdad recently had reservations about moving back to a country where it's obviously still has a lot of issues there, so. Anyway, Iraq is trying to recruit their scientists back to help kind of get them back on their feet. That make sense, because look what we've done with scientists, scientists and business here, you know, help recruit business. Well, I understand that. Fishery managers say they are trying to protect rare sea turtles from dying in fishing nets. They've tapped a Cape Cod company to build a device they think can help balance turtle protection with profitable fishing. Called the Tow Time Logger, a seven-inch silver cylinder that attaches to fishing nets and records how long the net stays under water. They say the time is crucial if a turtle gets snared in the nets dragged behind fishing trawlers. Federal research indicates the vast majority of sea turtles survive entanglement, but only if the net is pulled up in less than 50 minutes. So they're hoping this will help maybe save some turtles out there, all right? Because after all, turtles have been around since the time of dinosaurs, you know. We don't want them to become extinct. Those of you who love great white sharks, get this. Scientists say that great white sharks have something in common with human serial killers. Not kidding, folks. A new study says they don't attack at random, but stalk specific victims, lurking out of sight, they say much like a serial killer might do. What they're saying is the sharks have a distinct MO. Now, here's what they say. There's a, they say that the sharks actually kind of wait out about a hundred yards from their victims and they observe their victims, or their prey, if you will, and then they study and get, I guess, the cycle of habit. Of course, as you know, their, their, their tasteful tongues love the sea lion species, you know. So that's their, that's their diet, so they just basically attack, and they apparently study the swimming behaviors of their prey and then when they think it's time, they go in for the kill, I guess. I just thought that was kind of an interesting science story there. Canadian scientists are breeding a special type of cow designed to burp less, a breakthrough that could reduce a big source of greenhouse gasses responsible for, some say are

responsible for global warming. Okay. Cows are responsible, they say, for nearly three-quarters of total methane emissions, according to Environment Canada. Most of the gas comes from bovine burps, which are 20 times more potent than carbon dioxide as a greenhouse gas. Yeah. Well, anyway, scientists at the University of Alberta in Edmonton, they are examining the genes responsible for methane produced from a cow's four stomachs in order to breed more efficient, environmentally friendly cows. Okay, remember that the next time you hear a cow burp. NASA says it has launched its first moon, its first moon shot in decades. They launched a, a, a, a rocket last week, sending up a pair of unmanned scientists probes that will help determine where astronauts could land and set up camp in a few years. The lift off occurred just one month and two days shy of the 40th anniversary of the first lunar footprints. The mission is a first step in NASA's effort to return humans to the moon by 2020. Okay. New Mexico Governor Bill Richardson, you might have heard about this, broke ground recently on construction of Space Port America, the world's first facility built specifically for space bound commercial customers and fee-paying passengers. The \$198 million dollar project being funded by the New Mexico State Government is located on a remote high desert range near the town of Truth or Consequences. Ever been there? And British tycoon Richard Branson's space tours firm, Virgin Galactic, will use the facility to propel tourists into sub-total space at a cost of \$200,000 a ride. So if you're one of those wealthy individuals that would like to go into space, that's what it going to cost you, \$200 grand. Scientists in the medical arena say that drinking during pregnancy can seriously harm a baby's brain, yet thousands of mothers to be still do that. Well, scientists have begun testing whether prenatal nutrient might offer those babies a little protection, part of a growing quest for ways to reverse the damage. The only help today, intense behavioral educational therapies once children with fetal alcohol caused disabilities reach pre-school or school age, according to the new research found by the Center of Disease Control and Prevention. The agency is spending \$1.5 million dollars this years to start spreading those programs so more youngsters can find care, but it would be better to discover a way to short circuit what scientists know is now a, now know is a complex chain reaction of toxicity that even moderate drinking during pregnancy, and especially a binge, can trigger in a baby's developing brain. Even if scientists eventually find a treatment, one medication could never cover all the ways that alcohol harms. Now those of you that are health nuts, you like Vitamin D and fish oil and all that, get this. Well, there's going to be a big test in a large government sponsored study to see whether either nutrient, Vitamin D or fish oil, can actually lower a healthy person's risk of getting cancer, heart disease or having a stroke. That will be a good one. And now I want to pass on one other thing. I thought this was really cool. They have found, Indonesian scientists are reconstructing the largest, most complete skeleton of a prehistoric giant elephant ever found in the tropics. The finding, they say, may offer new clues into the largely mysterious origins of its modern Asian cousin. The prehistoric elephant, believed to be, have been submerged in quick sand shortly after dying on a riverbed in Java around 200,000 years ago. Its bones almost perfectly preserved were discovered by chance in March when an old sand quarry collapsed during monsoon rains. How do they know it was 200,000 years ago? I, don't know how they get that.

>> Gary: Anyway. Our Innovations in History this week, quickly. June 25th, 1947, the tennis shoe was invented. June 25th, 1951, the first commercial color tele-broadcast took place as CBS transmitted a 55 minute special from New York to four other cities. The first Chevrolet Corvette was released June 30th, 1953. And the last Packard was rolled off the assembly line June 25th, 1956. Oh, my. Well, that's just a few of our Innovations in History this week. Coming up, we're

going to be talking with Lori Broyles with REI, Rural Enterprises of Oklahoma, when we return on Oklahoma Innovations.

[Music]

>> Male Announcer: The waving wheat can sure smell sweet when the wind comes right behind the rain. But what happens when the rain doesn't come? What growers across Oklahoma know too well the impact that a poor growing season can have on crops and markets? Drought, disease, and poor soil are just a few of the things that keep farmers up at night. But what if those issues were a thing of the past? In labs funded by the Oklahoma Center for the Advancement of Science and Technology, researchers are finding new ways for producing better plants that can withstand unfavorable conditions. Creating opportunity and improving the economy, that's what OCAST is all about. OCAST is looking for small business owners serious about investigating new products, services, and processes. For more information, call OCAST toll free at 866-265-2215, or visit their website at ocast.ok.gov. In a state deeply rooted in agriculture, plant science helps Oklahoma farmers grow their business.

>> Female Announcer: You're listening to Oklahoma Science Radio Magazine, Oklahoma Innovations, on the OCAST radio network.

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>> Gary: If you've just joined us, Gary Owen is solo this week. My partner, Steve Paris, is on assignment. And this week we're going to talk about something that is not directly, but indirectly related to science and technology. We're delighted to have with us Lori Broyles. Lori is coordinator for the Women's Business Center at Rural Enterprises of Oklahoma. We're going to call that REI for short. Now, this is an organization that is meeting the needs of Oklahoma business and communities, and has been for over 25 years through a variety of economic development services, and to give you more information about that, we're going to talk to Lori right now. First of all, Lori, welcome to the program.

>> Lori: Thank you.

>> Gary: Tell us a little bit about yourself.

>> Lori: Well, I am a native of Oklahoma.

>> Gary: Um-hum.

>> Lori: Born and raised in Shawnee.

>> Gary: Oh, cool!

>> Lori: Still live there.

>> Gary: All right.

>> Lori: Graduated from OU a few years back with a marketing degree, and so my main background, professional background, has been in marketing and training. I worked with the, the Career Techs for many years.

>> Gary: Wow.

>> Lori: In doing facilitating for leadership and communication development, and.

>> Gary: Cool. All right, tell us how you came to REI.

>> Lori: I joined REI as Coordinator for the Women's Business Center in December of 2007. The Oklahoma City Women's Business Center was new and we had just finished our first fiscal year at the time that I came on board. We actually have two Women's Business Center in Oklahoma, the first of which was the Rural Women's Business Center that started seven years ago and has been providing tremendous services to southeastern Oklahoma ever since. And so I joined an organization that was well established in providing economic development opportunities. And under this program, the Women's Business Center in Oklahoma City we are continuing that tradition.

>> Gary: Interesting. Let's talk about REI. Now this is a really wonderful organization helping business people. Give us a breakdown of some of the services that are provided.

>> Lori: Absolutely. Well, actually, Rural Enterprises of Oklahoma started over 25 years ago, and it was actually a brainchild of Wes Watkins.

>> Gary: Hmm.

>> Lori: And who recognized, you know, early on how badly the rural areas of Oklahoma needed assistance.

>> Gary: Yeah.

>> Lori: In gaining businesses, keeping businesses, but also keeping their communities alive. And that's really how Rural Enterprises began, as an economic development organization. I like to think of us as much of as, as a community development organization as well because of our varied programs that we offer.

>> Gary: Now, the REI has offices in what territories besides Oklahoma City?

>> Lori: Okay, we just went statewide. Our headquarters are in Durant, and we went statewide about two years ago, and we have offices in Alva, Lawton and Tulsa, as well as Oklahoma City.

>> Gary: Okay, I'm a businessperson listening to this program right now, whether it's science and technology related or it's another type of business. What services can you offer?

>> Lori: Well, our services vary from financial programs, we do SBA 7A and 504 loans packaging with that and we work with your local lender in providing that service. We also do direct loans and micro loans, so.

>> Gary: Really.

>> Lori: Financing is a huge part of our contribution.

>> Gary: Wow.

>> Lori: And in fact, in 2008, I believe we did financing for 52 businesses in Oklahoma.

>> Gary: Impressive.

>> Lori: And that was for financing over \$340 million dollars in 2008.

>> Gary: What kind of businesses? Just give us an idea. Crossover, I'm sure, but.

>> Lori: A real, a crossover, absolutely, but again, mostly small and rural businesses such as School wear [assumed spelling] which is a woman owned business in Durant, which is housed in our business incubator in Durant, which is another one of our programs. We also funded here in the Oklahoma City metro area, we just recently funded a doggie day care.

>> Gary: No kidding.

>> Lori: So it can be anywhere between, you know, high technology and a home based business, just helping people get their inventory to get started.

>> Gary: Now, you, you have some international trade assistance programs available?

>> Lori: We do. We have a foreign trade zone what's located right where our Durant headquarters is, and that's been very beneficial for our business incubator clients. In fact, the business incubator program, are you familiar with that as it relates to?

>> Gary: Yes, sure. Now, you manage several of those.

>> Lori: We do in 10 communities. We just opened a kitchen incubator in Durant.

>> Gary: A kitchen incubator, what is that?

>> Lori: A kitchen incubator. Oh, it's tremendous. It's, there's been a huge demand because many women owned businesses in particular are women who like to bake products and make baked goods or candy.

>> Gary: Yeah.

>> Lori: We have a lady in southeastern Oklahoma that does fudge that she sells over the Internet, does tremendous business. But there's also catering, you know, services and companies, and again a lot of those are women owned businesses. So we recognized this need in southeastern Oklahoma to provide a commercial style kitchen for all of these entrepreneurs. And it opened in April and we've been full ever since. I mean it is booked almost 24/7, and, you know, it enables all these different entrepreneurs to come in and bake their products and everything's within OSHA guidelines and, you know.

>> Gary: They probably have a blast, too, you know.

>> Lori: They do.

>> Gary: And I bet it smells really good.

>> Lori: They do. And it's right next door to our headquarters, so you know that we get to do a lot of taste testing and things like that.

>> Gary: I'm so sorry, I'm sure.

>> Lori: So it works out very well for REI employees.

>> Gary: That's great. That's very interesting. That is very interesting. Now, REI targets Oklahoma's women based businesses primarily because?

>> Lori: They need it. SBA, Small Business Administration, recognized about, I guess it was about eight years ago, that women owned businesses were underserved, and they started the Women's Business Center Grant Program through the office of Women Business Ownership, and that's how we got our funding. It's non-profit, and we are a resource center for women entrepreneurs. Basically, what we do and as Coordinator, what I do is serve as a conduit to providing business development workshops in their communities and putting them together with other key partners of REI and economic development resources.

>> Gary: That's great. Lori, we're going to take a small break here. This is really just the, the beginning of some of the source, resource information we have for you on the program today.

Lori Broyles. She's a coordinator with the Women's Business Center at REI, the Rural Enterprises of Oklahoma. More to come on Oklahoma Innovations.

[Music]

>> Female Announcer: Now in its 13th year. This is Oklahoma Innovations, on the OCAST radio network.

>> Female Announcer: The stress of finding a job after college is compounded for recent graduates entering a tough job market, but thanks to the Oklahoma Center for the Advancement of Science and Technology, more students connect with the state's most advanced technology companies while earning income and valuable on the job training. Through the OCAST R and D Intern Partnerships Program, students gain experience in the industry, work with mentors, and operate specialized instruments. Intern training leads to starting salaries 12% higher than Oklahoma's average per capita income. OCAST is investing in Oklahoma's best and brightest. Creating jobs, investing in our future, that's what OCAST is all about. OCAST is seeking Intern Partnership opportunities that will allow Oklahoma students to gain hands on experience in science and technology careers. For more information, call OCAST toll free at 866-265-2215, or visit their website at ocast.ok.gov. The future of Oklahoma looks bright.

>> Male Announcer: Imagine not being able to see your daughter on her wedding day, or experiencing your grandchild's first smile. An estimated one and three quarter million Americans over age 50 have developed a loss of vision or blindness due to age related macular degeneration, and of the more than 200,000 Oklahomans living with diabetes, 90% will develop eye disease. With the support of the Oklahoma Center for the Advancement of Science and Technology, an Oklahoma company is developing innovative treatments for blinding eye diseases. The research will improve the lives of people across the nation, creating treatments that are more comfortable for patients and prevent vision loss. OCAST is looking for Oklahoma researchers serious about investigating new treatments and products that improve the quality of life and the economy for Oklahomans. For more information, call OCAST toll free at 866-265-2215, or visit their website at ocast.ok.gov. Investing in science and technology, it's good for your health.

>> Female Announcer: Research and development, technology transfer and commercialization, creating high paying jobs in Oklahoma is what OCAST is all about. This is Oklahoma Innovations on the OCAST radio network.

[Music]

>> Gary: I have a calendar note that I want to bring up. If you're an inventor or interested in inventing something, maybe you know somebody that's got this widget they want to get to market, Oklahoma Inventor's Congress has their 2009 annual meeting. Going to be held Saturday, August the 8th in Stillwater at the ATRC on the OSU Stillwater Campus. It's going to be a pretty good chunk of day, from about 8:00 o'clock till about 2:15 in the afternoon. And again, that is the Oklahoma Inventor's Congress, Saturday August 8th, and if you are an inventor, you might want to jot that down. Interesting, interesting group. By the way, those of you who live in Tulsa, the Tulsa chapter, they meet every, about the second Tuesday of the month I believe, and they meet at the Golden Corral at 71st and Mingo area in Tulsa, and it's a very interesting organization. We've had them on our show before, and good guys helping Oklahoma inventors out there. We are visiting with Lori Broyles. She is the Women's Business

Center Coordinator for Rural Enterprises of Oklahoma, which we call REI, which has a team of over 40 economic development professionals. They've been expanding Oklahoma's economy since 1982 through effective economic development services, and they have a statewide network of partners to help deliver their programs and so we'll give you information as we approach the end of the program. The Oklahoma City based office, if nothing else. You go to rural, what is it? What is the website.

>> Lori: RuralEnterprises.com.

>> Gary: RuralEnterprises.com. Okay, good. Now, before the break, you were discussing some of the programs and you talking about the incubators, and I found the kitchen thing, that was really cool.

>> Lori: Yes.

>> Gary: Any other unique stories like that you want to share with us, or is that, is that pretty one, pretty much the one?

>> Lori: Well, the kitchen incubator has, has been a huge development for us, and has been very popular. And that can be used by any business statewide. So if you want to spend a couple of nights in Durant, pretty area to spend a couple of nights, by the way, and come down there and do whatever business you need to do in the incubator and, you know, then go back to your place of business.

>> Gary: Wow. That's cool.

>> Lori: So, it's open to anyone.

>> Gary: Now, let's.

>> Lori: Any entrepreneur.

>> Gary: Let's talk about some of the other business development programs.

>> Lori: Yes.

>> Gary: Available through REI.

>> Lori: Yes. You know, really REI is twofold, our financial programs and our business development programs, and the Women's Business Centers fall under the business development programs. We also have the Native American Business Enterprise Center, which is housed actually in Tulsa, but again is statewide like all of our programs, and that assists minority owned businesses. And in fact, in 2008, I believe we assisted 84 minority owned businesses.

>> Gary: Wow.

>> Lori: It's increasing.

>> Gary: Nice.

>> Lori: Their business and also creating 208 jobs during that time period. So, a big part of what they do is help minority owned businesses with getting tribal government contracts and government contracts, whether that's state or federal, and as we, all know with the new stimulus program going into a lot of construction jobs, that has been tremendously popular.

>> Gary: Let's break down what the Women's Business Center actually what the function is.

>> Lori: Okay. As I said before, we are a resource center.

>> Gary: Okay.

>> Lori: And our focus is to help women entrepreneurs, whether you are just beginning to think about starting a business or you're in an established business, you know, anywhere between 2 and 20 years. The Women's Business Center serves as, again, a conduit to other resources around the state, but we are really your initial stop as a woman entrepreneur to find out how do I start my business? What is a women owned business? What do I need to do in order to get registered with the tax commission? What do I need to do, you know, how do I develop a business plan?

>> Gary: Yeah.

>> Lori: How do I get more information on Internet marketing? So, basically we answer a lot of questions and are happy to do so, but a, a huge part, I'd say 85% of our resources go toward providing business development workshops.

>> Gary: And because you're non-profit.

>> Lori: Yes.

>> Gary: Is, there's no fees to the, are there fees to the people who use your resources?

>> Lori: The only time there is a fee is if we're serving lunch as part of a networking luncheon, and we don't make any profit on anything that we charge. It is just either for food or the facility or the instructor or materials.

>> Gary: Got you.

>> Lori: So very often it, our workshops are free.

>> Gary: Okay, we have women out there who may be listening to this program right now who are saying, Well, I've thought about starting a business, maybe something at home, but I haven't a clue how to start. And there's some, I will tell you, I, I have the utmost respect for women entrepreneurs because they are, they are, they have come up with some unique ideas that could have been born just out of their home or down the family tree somewhere that nobody actually took. There are some women out there who have actually taken or been forced into dad's business, for example, and they don't have a clue where to go or how to bring it up to, to meet the economic challenges of today. Talk about that.

>> Lori: Well, first and foremost of I think the Women's Business Centers are successful because women want to visit with other women.

>> Gary: I agree, yeah.

>> Lori: About the issues that they're dealing with in business, whether it's, you know, running ideas for a business by another woman, or.

>> Gary: They relate to one another better.

>> Lori: Like you mention the challenges. Absolutely.

>> Gary: Yeah. Yeah.

>> Lori: Absolutely. And I, I don't, I'd say a week doesn't go by that I have two or three women tell me that.

>> Gary: Interesting.

>> Lori: That even when it comes to lending, that they face a lot of challenges.

>> Gary: I'll bet.

>> Lori: Now, we don't discriminate. Absolutely not. We are a non-profit program.

>> Gary: So you do have men that?

>> Lori: We do have men if you want to be one of maybe four men in a, in a room full of 50 women, then you might want to come and attend some our events. But, no, we do not discriminate. And particularly we find in the rural areas, you know, there's, there's not as much resources to reach all the small businesses.

>> Gary: Yeah.

>> Lori: In the rural areas, and so we get a, a wide variety of small business owners and entrepreneurs that attend our events.

>> Gary: Not so much maybe in the metro areas, but perhaps more so in the, in the rural areas. Talk about some of the economic challenges a lot of these women may or may not have.

>> Lori: Okay.

>> Gary: Now, particularly we need to talk about, perhaps, a retail or service oriented business as opposed to, perhaps, someone at home who's developing an Internet based business, a software creating business. Talk about the comparisons there.

>> Lori: And there is quite a difference. And it also depends on what part of the state you're in, whether you're in a little bit more metro area like Enid, or of course Tulsa or Oklahoma City.

>> Gary: Or Lawton.

>> Lori: Or Norman, or if you're in Lawton or Altus or Mangum, Oklahoma can be even more of a challenge. And what we have found is that the Internet, having a presence on the Internet, particularly if you are, are retail business or a home based business really equalizes the playing field for you, if you're in a rural area. And so we have offered many, many workshops in doing small business websites. Brian Whittaker [assumed spelling], who's an assistant professor at OSU Extension, does an excellent job for us. In fact, he's about to do a Small Business Websites Workshop for us at Redlands College on July 16th, and, and that is a free workshop for anyone who would like to attend. And also, we've done some very successful e-commerce workshops.

>> Gary: Oh, that's important, yeah.

>> Lori: With Brian and also with Dr. Peter Abramo, and that has been tremendous because it really takes the mystique away from doing business on the Internet, and small business owners realize I can do this either myself or now I know enough to hire someone to do it. And that also brings up, you know, the tremendous number of women entrepreneurs who are in Internet development and website development.

>> Gary: Really.

>> Lori: And graphic designs and what they are referring to as viral marketing now, which sounds bad, but is very good.

>> Gary: Viral marketing?

>> Lori: Very good for your business. So that's really opened up a big world of opportunity for a lot of entrepreneurs.

>> Gary: One of the things that Steve and I talk about on this program is this program is economic development and the impact that many of the rural communities have on our state's economy. And of course, the Chambers do a great job of trying to recreate wealth in their communities, encouraging people to, to, to get into business because that is how they thrive, that's how they survive. But the challenges for women, as you've just stipulated, sometimes can be overwhelming, so with the Women's Business Center and the service provided by REI, if you take advantage of these workshops, if you take advantage of the resources available to you, sometimes you can get over those hurdles a little easier than you think, because getting into business, whether you're a man or woman today, particularly, is even more challenging, especially when you're trying to get funding. That, that's just, right? I mean that's.

>> Lori: Absolutely.

>> Gary: Yeah.

>> Lori: Absolutely. In fact, what we hear from many entrepreneurs, you know, both in the metro area and in the rural areas is that I didn't know these resources were out here.

>> Gary: That's right. We're talking with Lori Broyles. She is the Coordinator for the Women's Business Center at Rural Enterprises of Oklahoma. We'll give you details about this organization, how you can find out more about them, when we return on Oklahoma Innovations.

[Music]

>> Female Announcer: This is Oklahoma Science Radio Magazine, Oklahoma Innovations with Gary Owen and Steve Paris on the OCAST radio network.

>> Male Announcer: As you drive across Oklahoma, you can see thousands of gas wells sprinkled throughout the countryside. Many of these wells don't produce enough natural gas to justify pipelines, but without this access, thousands of well sites are abandoned. With the support of the Oklahoma Center for the Advancement of Science and Technology, one company is creating a portable device transported on a flatbed truck to process natural gas at well sites. This technology optimizes the amount of gas that can be captured and releases no byproducts into the atmosphere. This idea provides new opportunities for small oil and gas producers while bringing us one step closer to energy independence. Supporting innovation, that's what OCAST is all about. OCAST is looking for small business owners serious about investigating new products, services, and processes. For more information, call OCAST toll free at 866-265-2215, or visit their website at ocast.ok.gov. Investing in research and development, it pumps new life into Oklahoma's economy.

[Music]

>> Gary: This program is about science and technology, and business related to science and technology, and we hope you're getting a wealth of information here from Lori Broyles, who is with the Rural Enterprises of Oklahoma, REI. Now I want to give you their, they have a toll free number, by the way, no matter where you live in the state. That number is 800-568-2823. Once again, 800-658-2823, and I will be giving you that information again, or your can go to RuralEnterprises.com, and a lot of information there. Let's talk about something coming up.

>> Lori: Absolutely.

>> Gary: There's a, you've got a networking luncheon and expo coming up at in Oklahoma City at the, and your, your offices are at the Presbytery Health facility.

>> Lori: Foundation.

>> Gary: Foundation facility, right?

>> Lori: Yes, and we hold monthly networking luncheons there where we ask a woman entrepreneur to come and to speak on her area of, of expertise.

>> Gary: That's great.

>> Lori: Last, the last one we had was June 4th, and we had Jennifer Howard from Positive Business Solutions talk on Networking Etiquette.

>> Gary: Oh.

>> Lori: Which is huge these days.

>> Gary: Yes, it is.

>> Lori: And we actually had a very mixed crowd. We had 69 people attend, business owners, because I think, we're all learning that that's a huge part of marketing is being able to talk about your business and present yourself in a professional manner.

>> Gary: Let's talk about it now.

>> Lori: Yes.

>> Gary: You, you're a marketing guru obviously, and I've mentioned on this program that I'm in the broadcast side of things.

>> Lori: Right.

>> Gary: As in production and advertising and that kind of thing. And one of the things that you and I know is that a lot of people put the cart before the horse in business.

>> Lori: Yes.

>> Gary: And obviously, they've, they haven't budgeted for, have not planned for okay, I've got this great business, now what do I do?

>> Lori: Right.

>> Gary: And oh, oh, I'm out of money. I don't know how to get the word out. So obviously the networking thing is, is a great opportunity, but let's talk about marketing for a moment because particularly for women, you know, I think women have, in some cases, I think women are maybe better than men about, about networking just because they communicate more, they're more open to sharing ideas. They're not worrying about competitiveness and those kinds of things. I, I, and I could be wrong about that, but I just know in, in a lot of circles.

>> Lori: Right.

>> Gary: In fact, there's even a, an organization for women in Oklahoma City and Tulsa that's basically women in business organizations that some of them are breakfasts, some of them are luncheons, but they're, they're women in business type organizations where these women get together once a week or once month. There's usually a, a guest speaker and, and it's a networking organization.

>> Lori: There are many networking opportunities out there for women and for any small business owner. You know, the Edmond [assumed spelling] Women's Business Network is very, very popular. They do an excellent job of bringing in women entrepreneurs and, and speakers, and I think a huge part of the marketing is just getting yourself out there. Now, not all women are real comfortable talking about themselves.

>> Gary: Sure.

>> Lori: And that's why we had a, a networking etiquette class, and, because I kind of fell along the lines with you, Gary. I thought that most women were like me, a little more extroverted and want to talk, and sometimes you can't shut them up, you know. But there's actually a lot of women out there who are just, they're uncomfortable talking about themselves, and maybe that's more of a social.

>> Gary: Probably.

>> Lori: You know, thing from our backgrounds.

>> Gary: Yeah.

>> Lori: But that is a huge part of marketing, and what we offer through the Women's Business Center is we have a Women's Business Network in Cleveland County, and that meets quarterly. Our next meeting is August 12th, and again it's a luncheon, and that, that particular meeting is going to be networking. The whole meeting is going to be networking.

>> Gary: That's excellent.

>> Lori: And we also have a Stillwater Women's Business Network that meets quarterly, and we get over 55 women coming to those events because they're looking for other women who can help them, you know, promote their business build their business, but also to learn with from one another as well.

>> Gary: Now we have a lot of listeners in Western and Southwestern Oklahoma and also in Northwestern Oklahoma. Well, we actually in now, just recently, the Woodward area, so people are listening to this program outside of our, in our, our major metros with Oklahoma City and Tulsa. Let's talk about some of the kinds of workshops that are designed. I know you've got everything for marketing, we talked about networking, those kinds of things, but let's talk about strategic planning, web design, what, what other types of workshops do you have related to, let's talk about the financial side, taxes and that kind of.

>> Lori: Absolutely. Financials is a, a huge area that many of us ignore until it's too late, and so what we're trying to do is make a, a larger effort to get the word out to start paying attention to your finances now, and if you've been ignoring them, stop ignoring them because any time you go to get funding for your business or anytime you're trying to market your business, even if you're just trying to sell to your spouse that hey, we can afford to start this business, you need to make sure that you've got the finances behind that, or at least some knowledge of it. So, we are offering a QuickBooks class.

>> Gary: Ooh.

>> Lori: Yes.

>> Gary: Excellent. I might come to that one.

>> Lori: Yes. July, let's see, July 15th. It's a QuickBooks class and it's actually being taught by a woman entrepreneur. She's a QuickBooks Pro advisor, Johnna Varksell [assumed spelling]. She's with RJ Bookkeeping and Services. And that is one of the big things. Whenever I do a class on starting your business or business plan basics, you know, the first thing I say is if you can't keep your finances, your own checkbook right now.

>> Gary: Yeah.

>> Lori: Then you've got no reason to be going into business.

>> Gary: That's right.

>> Lori: You've got to start there.

>> Gary: That's it.

>> Lori: And I do find many entrepreneurs, it is, it's tremendous that they're, they're greatly creative and have wonderful ideas, but a huge part of my job as a counselor is to go, okay, let's funnel that down into what are the key things that, that we can do now.

>> Gary: Yeah.

>> Lori: And then maybe grow into those. It's very inspiring to visit with all these incredible women who are so creative, so excited, and I think.

>> Gary: They're very intelligent people.

>> Lori: They're very intelligent people.

>> Gary: But, but they just don't have the, they've not been groomed about how to run a business.

>> Lori: Absolutely.

>> Gary: And that's, and that's not just women, okay? There's a lot of men out there who're not. I mean it's, but I think that.

>> Lori: It's universal.

>> Gary: Yeah, sure it is. Sure it is. So I, I think that's just something that if you're a new entrepreneur out there, obviously, and that's the one issue, finance and taxes, that we don't like to deal with. That's why we hire professionals to deal with that. But you got to be in it. If you don't know what your business is. If you know what your P and L statement is and you don't keep track of that.

>> Lori: Absolutely.

>> Gary: It, it's your death, so.

>> Lori: And we try to dispel some of the fear.

>> Gary: And that's primarily what it is, sure.

>> Lori: And misunderstandings about that. It's not near as intimidating as it sounds.

>> Gary: Okay, let's talk about certification. A lot of people think, they don't know whether they have to be certified. They don't know what, what, what they have to do to register for a

corporation, S corp. as opposed to incorporation, and all, and legal matters. Talk about those issues.

>> Lori: Well, we partner with Dewey Brandon at the Oklahoma tax commission to offer workshops on those very things. On how to get your sales tax permit, how to get, you know, your federal ID number, all of those things, and he goes over very thoroughly the pros and cons to every type of business registration, whether it's an LLC or partnership or S corp. or all that, and the benefits, tax benefits pros and cons to each one. And that is definitely a starting point. I think the biggest thing that I would say to anyone who's thinking about starting a business today is get your name registered.

>> Gary: Yeah.

>> Lori: Get your business registered and get your Internet domain name registered.

>> Gary: Yeah.

>> Lori: And what's great about going through the Secretary of State when you go to get your business registered is they check to see if there's any other business using that name.

>> Gary: Yeah.

>> Lori: And so you're protected that way.

>> Gary: What about trademarks, patents and copyrights and all those, because there's a lot of people that are real, are concerned about that?

>> Lori: Absolutely.

>> Gary: Do you have legal services available to them, resources?

>> Lori: Well, actually we partner with Oklahoma, Oklahoma Small Business Development Centers, who are also funded through SBA. And Bill Gregory, who is in their Enid office, is the person to go to for copyright, trademark, any inventor's licenses. We also have a program that Wes Watkins started a couple of years ago called the New Products, New Products, yes, New Products Process Fair where inventors can feature their products for possible development and investments.

>> Gary: That's marvelous. All right. To our listeners, I want you to take note now. First of all, this is the Rural Enterprises of Oklahoma, REI for short, and once again, their website is RuralEnterprises.com. So those of you that just joined the program, if you didn't catch that early on, it's RuralEnterprises.com. The Oklahoma City office is at the Presbyterian Health Foundation Research Park, which is at 800 Research Parkway, and the 800 number, if you would like to call them to get more information, is 800-658-2823. That's 800-658-2823. And keep track and find out about the workshops, the networking luncheons, and also you've got an expo coming up real quick. Let's talk about that.

>> Lori: Yes, our first Women's Business Expo will be held September 10th at the Presbyterian Health Foundation Conference Center.

>> Gary: Okay.

>> Lori: And if you are interested in attending or being a sponsor, please contact us at that 800 number, and we would love to have you there. We're going to have booths for many of the Women's Business Center clients.

>> Gary: Great.

>> Lori: And so they'll be able to show their products and services as well as resource partners there. And our keynote speaker is Dr. Cathy Goethe [assumed spelling], who's the inventor of Brain Savvy, which is a game that helps you utilize your brain in a much more creative way, and so she will be our keynote speaker at that event.

>> Gary: We are out of time. I want to thank you so much, Lori, for being our guest on the program and I hope that our audience has gained a wealth of new information, particularly if you're a woman in business or thinking about it. Gary Owen for Steve Paris. You have a great week. We'll see you next time on Oklahoma Innovations.

[Music]

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