



May 1, 2024

Pioneer Tech | Seminar Center



SMALL BUSINESS WEEK

SMALL BUSINESS CONFERENCE

It's Your Business – What Should You Know?

MORNING SESSION | \$35 | 9 - 11:45 am

- 6 Ingredients for a Successful Business Transition
- The Oklahoma Tax Commission Re-Envisioned and Business Tax Q&A

LUNCH SESSION | 11:45 am - 1 pm | Sponsored by PCDA

- Keynote Speaker Stan Clark
- Lunch Session is included with all paid registrations*

AFTERNOON SESSION | \$35 | 1 - 2:45 pm

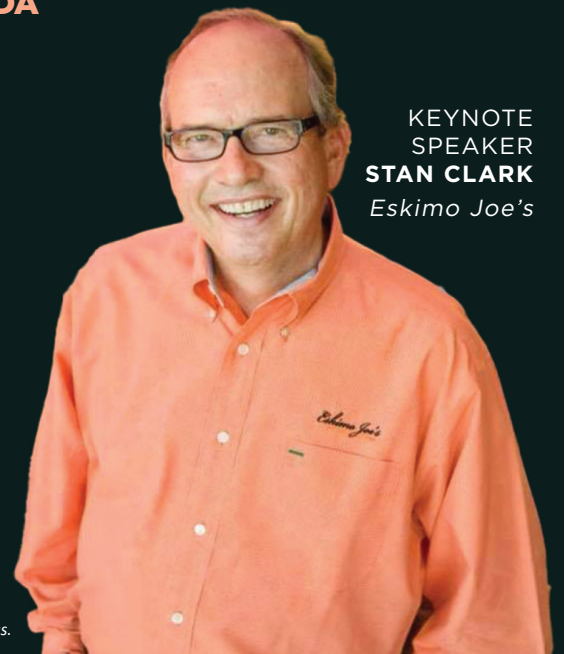
- An Introduction to International Trade
- Breakout Session: Choose One
 - > How to Scale Without Losing Your Mind or Your Bottom Line
 - > Don't Get Sued - Accessibility for Websites and E-Commerce

ATTEND FULL CONFERENCE | \$45



REGISTRATION & INFORMATION

Scan QR Code or pioneertech.edu/bis-events
For more information contact Janet Schwabe
janets@pioneertech.edu or 580.718.4309



KEYNOTE
SPEAKER
STAN CLARK
Eskimo Joe's

Session Descriptions & Speaker Bios

6 Ingredients for a Successful Business Transition

DEBORAH DAVIS, QUEST EXECUTIVE SERVICES



Entrepreneurs spend years of their personal energy and pooling resources to build a successful business that supports them, their families, their employees and the community. Unfortunately, the journey of transitioning out of the

business doesn't always include the same level of energy AND it is vitally important. The journey starts by internalizing that the decisions made today have a big impact on those we serve... both maximizing value and leaving your business well, no matter your timeline. During our time together, Deborah will share The 6 Ingredients for a Successful Business Transition

Ms. Davis is an entrepreneur at heart. She has co-founded a construction company and had a successful real estate career. She also has 20+ years of corporate experience as a strategic guide in leading organizational change. She strives to prioritize relationships to create mutually enjoyable experiences and improve outcomes.

In 2016, she founded Quest Executive Services where she guides leaders, teams, and organizations to better performance. She holds a Professional Coach Certificate from International Coach Federation, Workplace Mediator, Masters and Executive Coach Certificate from UTD. Ms. Davis became a Strategist and Transition Guide with The Transition Strategists in the spring of 2021.

The Oklahoma Tax Commission Re-envisioned & Business Tax Q&A

DOUG LINEHAN AND DAVE FRANCIS



Doug Linehan, Executive Director, will take a look back at where the agency was two years ago compared to where it is today. It's incredible to see how many improvements have been made from the inside out in that period of time. Dave Francis,

Business Tax Manager, will also be available for Business Tax Q&A.

Doug Linehan is the executive director of the OTC. Linehan came to the OTC with 30 years of global finance and accounting experience. He began his career with Deloitte. Subsequently, he was with ConAgra Foods and held a variety of positions with increasing levels of responsibility, including senior vice president, controller and senior vice president, finance. Linehan also served as the chief accounting officer at Molycop. Prior to joining the OTC, he led the accounting function, and later, the tax operations function at Paycom Software.

Linehan is a CPA and received his bachelor's degree in business administration from Oklahoma State University and is currently a member of the Oklahoma State University Accounting Advisory Board.

An Introduction to International Trade

MARK WALKER



The OKSBDC International Trade Center at Oklahoma State University is proud to present an introduction to International Trade. We'll be discussing common challenges encountered in beginning International Trade and then sharing the

resources available to assist you in overcoming those challenges.

Mark Walker is an International Trade Specialist with the OSU Wes Watkins Center for International Trade and the Oklahoma SBDC. He has over 25 years of business experience including founding and owning multiple small business and recently serving as President of a relocation and logistics company in Cleveland, Ohio. His International experience includes working for the US Soviet JV Paragraph and leading the International division of Graebel Van Lines. Mark grew up in Ponca City and is a Po-Hi graduate, class of 1988.

How to Scale Without Losing Your Mind or Your Bottom Line

STACY EADS



Learn the 4 Decisions® methodology that more than 80,000 leaders have used to scale their companies to 2x Cashflow, 3x Profit, and 10x their Business Valuation. Assess your team's leadership in these 4 key areas of

People, Strategy, Execution, and Cash with practical ideas you can apply to scale your company faster! Learn from thousands who came before you to ensure you don't lose your mind or your bottom line on your scaling journey. When you learn the process of how to attract and keep the right PEOPLE; Create a truly differentiated STRATEGY; Drive consistent EXECUTION; and Generate plenty of CASH to fund growth and weather the storms, you'll be unstoppable.

Coach Stacy Eads' passion is to help high-achieving executives embrace their leadership potential. As an International Scaling Up Business Coach, her One Page Strategic Plan® approach drives 2x Cashflow, 3x Profit, and 10x Business Value with a clear roadmap. Her track record as an Entrepreneur, Keynote Speaker, Woman in Tech, and Global Business Coach puts her in high demand to private Coach CEOs and train C-Suite teams in the areas of Leadership, People, Strategy, Execution, and Cash. Stacy was named "50 Women Making a Difference" & "Most Admired CEO" three years in a row, becoming an exclusive Circle of Excellence & Chain of Distinction honoree from The Journal Record.

Don't get Sued - Accessibility for Websites and E-Commerce

ANGEL MELVIN, LIGHT ALIVE MARKETING



A growing number of businesses are facing lawsuits for having websites that are not ADA compliant. Don't be one of the many businesses statewide whose livelihood is threatened due to the lack of accessibility of their websites. Join us in this

workshop to learn what you can do to ensure that you are in compliance, enhance your viewers' browsing experience, and protect yourself from being sued.

Angel Melvin, Founder and CEO of Light Alive Marketing / Brand Strategist / Marketing Coach

Angel started her marketing career as a freelancer and worked closely with small and medium-sized businesses to design websites and offer marketing expertise. As her business grew, so did the size of her team and in 2012, Angel founded Light Alive Marketing. Alongside her team of expert design and marketing specialists, Angel prides herself in leading a local marketing firm. Serving primarily the Central and Southwest Oklahoma communities, Light Alive Marketing provides full-service marketing to businesses across most industries and sizes!

In addition to managing her marketing firm, Angel works as a StoryBrand Certified Brand Strategist and Marketing Coach. Her passion for helping businesses grow shines through her creative and innovative work and the dedication to her local communities.

Keynote Speaker

STAN CLARK, FOUNDER OF ESKIMO JOE'S



Stan Clark, a Tulsa native, graduated from Oklahoma State University in May of 1975 with a bachelor's degree in Business Administration. Clark and childhood friend Steve File, opened Eskimo Joe's on July 21, 1975. Clark has built a restaurant and

a retail brand that has gained national, even international notoriety. In 2002, Clark created EJPPG, a Business-2-Business entity that helps other organization with their marketing and promotional needs.

Clark credits all of his companies' success to the people who create the magic every day for their guests. "Our people truly are our business," he has said for years. "We should create a good feeling with every interaction with every guest, every day!"

One of the company's legacies is their support of the Stillwater Community particularly the United Way of Payne County. They're also major sponsors of Special Olympics of Oklahoma, the Stillwater Public Education Foundation, the Eddie Sutton Foundation and Cowboys vs. Cancer program, and various other OSU departments or programs, including the South Entry Plaza of Boone Pickens Stadium and the Eskimo Joe's Future Teacher scholarships.