



# Registration Form

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone Number \_\_\_\_\_ Email Address \_\_\_\_\_

Employer \_\_\_\_\_

How did you hear about this workshop? \_\_\_\_\_

I have enclosed my Payment Check # \_\_\_\_\_  I Will Pay at the Door

Please make checks payable to: Department of Agricultural Economics

Return Registration Form With \$3 Payment by February 2, 2012 to:  
 OSU Agricultural Economics  
 Attn: Helen Maynor  
 310 Ag Hall  
 Stillwater, OK 74078



## DEVELOP AN UNDERSTANDING OF:

- The role of retail sales in your community
- Valuable resources that are available through state and area specialists and also through Non-Extension partners
- What draws retail businesses into your community
- How to promote retail growth in your community



# Retail Trade Development

What is Retail Trade and How Can It Help My Business?

**Thursday, February 16, 2012**  
**9am-12pm**  
 To be held at the Grady County Extension Office, located at 828 W. Choctaw, Chickasha, OK

Limited Seating  
 Registration Required  
 \$3 Per Person  
 (Fee covers light snacks and handouts)

Brought to you By:





Retail trade provides non-farm jobs to help stabilize farm household income, generates critical tax revenue for cities and counties, contributes to the quality of life in a community, and provides entrepreneurship opportunities specifically for young people.



**First Objective:**

Describe the importance of retail to the local economy

**Second Objective:**

Demonstrate resources available from state and area specialists and non-Extension partners

**Third Objective:**

Educate participants about tools and resources available to enhance retail activity



**Topics to be covered include:**

- retail trade trends
  - available data
  - resources for identifying retail opportunities
- retail promotion ideas/tools



This Workshop is open to anyone interested in Retail Trade Development, such as retail business owners, Chamber of Commerce leadership, community leaders or Main Street directors.



*Retail trade is an important component of the local economy.*



This workshop will educate participants on the role of retail sales in their communities, and it will expose them to resources available through state and area specialists and non-Extension partners to encourage retail development.