

## **FYI: Business**

By LAURIE WINSLOW World Business Writer | Posted: Sunday, January 12, 2014 12:00 am

### **Tulsa entrepreneur wins WEBB Crystal award**

Women Empowered By Business, an organization designed to support, encourage and empower women to go into business and to grow their business, has awarded Tulsa entrepreneur Isabell Estes with its WEBB Crystal award.

Estes, who is a franchisee of The Entrepreneur's Source, was given the award due to her success as a female entrepreneur and mentor to other women entrepreneurs.

WEBB promotes successful entrepreneurship among women by providing opportunities and resources designed to educate, empower and enlighten them as they embrace the challenges of business ownership.

The organization presents the WEBB Crystal award each year to women within its network who exemplify this mission by mentoring female entrepreneurs in their local communities, as well as WEBB members.

Prior to joining The Entrepreneur's Source, Estes worked as a public relations/marketing consultant in the cable industry while also balancing a career as a professional singer and actress. She found it increasingly difficult to find time for everything, so she decided to make a change.

Estes became a franchisee of The Entrepreneur's Source in 2005 and has also been an active member of WEBB for the past six years.

The Entrepreneur's Source is a career and franchise business coaching company dedicated to the entrepreneur, with more than 230 offices in the United States and Canada.

### **Deadline for InvestMidwest applications is Friday**

Entrepreneurial high-growth companies have until Friday to submit their applications to be considered for the 2014 InvestMidwest Venture Capital Forum, taking place March 26 and 27 in St. Louis.

Those selected for participation will present their plans to an audience of top investors.

The application form can be found at [investmidwestforum.com](http://investmidwestforum.com) Firms that are chosen to present will be contacted in February.

Celebrating its 15th year, the InvestMidwest Venture Capital annually showcases approximately 45 high-growth companies and is broken down into three separate presentation tracks. Investors from the fields of

life sciences, technology and food/ag/bioenergy will view presentations and speak with company representatives.

Companies are selected based on their value proposition, management team, products or services, marketing strategy, market opportunity and financial summary.

More information also is available by calling 314-444-1151.

### **Arvest commissions consumer sentiment survey**

Arvest Bank has commissioned a large-scale consumer sentiment survey to measure and report the economic expectations and outlook of consumers in Arkansas, Missouri and Oklahoma.

Data from the first Arvest Bank Consumer Sentiment Survey should be ready for release in the spring after the survey is conducted in February. The next survey results will be released at the end of the third quarter.

The survey will have a sample size of 1,200 with 400 respondents from each state.

The survey will measure respondents' opinions on their state's economy for a comparison to the national Surveys of Consumers conducted by the University of Michigan for Thomson/Reuters.

The bank has commissioned four universities the University of Arkansas, Missouri State University, the University of Oklahoma and Oklahoma City University for the survey.

Arvest Bank operates more than 260 bank branches in Arkansas, Oklahoma, Missouri and Kansas through a network of 16 locally managed banks.

### **RenuYou Neurofeedback Center relocates**

The RenuYou Neurofeedback Center has moved from 4120 E. 51st St. to a 2,000-square-foot facility at 4835 S. Fulton Ave., across from the Thornton YMCA.

Owners Dr. Barry and Cyndie Gardner use neurofeedback to retrain the brain and treat ADD/ADHD, autism, anxiety and depression, concussion and head injury, chronic pain, learning disorders, migraines, sleep issues and more.

RenuYou Neurofeedback Center also has added licensed counseling, as well as applied behavioral analysis floor therapy for autism and related disorders.

Hours of operation are 9 a.m. to 7 p.m. Monday through Thursday and 9 a.m. to 2 p.m. Friday and Saturday.

For more information about services, call 918-747-7400 or visit [renuyoutulsa.com](http://renuyoutulsa.com)

### **OSU Master Cattleman Program to start tomorrow**

The Tulsa County OSU Extension Center will be offering the OSU Master Cattleman Program starting 6:30 p.m. Monday at the Tulsa County OSU Extension Center, 4116 E. 15th St.

The Master Cattleman Program is a course offering 28 hours of training in all aspects of cow-calf management. Topics to be discussed will include genetics, grazing, management, nutrition, herd health, business management and marketing.

Cost is \$75 per person. Upon graduation, participants will receive a certificate, Master Cattleman notebook and a farm gate sign.

To learn more, contact Bruce Peverley 918-746-3725 or [bpeverley@tulsacounty.org](mailto:bpeverley@tulsacounty.org). This course will be limited to the first 30 who register. People can register at the door.

## **CVS to build new full-service store in Tulsa**

CVS Pharmacy will begin construction this month on a new location at 11223 E. 31st St. A building permit lists the cost of the project at \$1.4 million.

The store should open by mid- to late summer and will employ 15 to 20 people. It will be a "full-service" store complete with a drive-through, a health and beauty department and all of the attributes of a CVS pharmacy, a spokesman said.

CVS currently has seven Tulsa locations.

## **Small-business lending increases in state**

The U.S. Department of the Treasury reported that Oklahoma institutions receiving capital through the Small Business Lending Fund continue to increase their small-business lending by \$516.9 million over baseline levels.

Participating Oklahoma community banks in the program had a \$26.9 million increase in small-business lending in the 2013 third quarter.

In Oklahoma, F&M Bank in Tulsa increased its small-business lending nearly 134 percent over the program's baseline, making it the best-performing participant in Oklahoma, according to the Treasury.

At the end of September, F&M Bank had \$679,069,000 in qualified small-business lending, up from a baseline level of \$290,250,000, according to the report.

Other Oklahoma banks participating in the program include AmeriBank Holding Co. in Collinsville, Central Service Corp. in Enid, Prime Bank Group in Edmond and Regent Capital Corp. in Nowata.

The SBLF program was established as part of the Small Business Jobs Act that President Barack Obama signed into law in 2010. It encourages community banks to increase their lending to small businesses, thereby helping those companies expand their operations and create new jobs.

Treasury invested more than \$4 billion in 332 institutions through the SBLF.

SBLF encourages lending to small businesses by providing capital to community banks and CDLFs with less than \$10 billion in assets. The dividend or interest rate a community bank pays on SBLF funding is reduced as the bank increases its lending to small businesses.