

Where Barbara Has Spoken Through the Years

A Historical Home-Business Document

BARBARA GOT HER START as a speaker in the early 1980s by presenting several dozens day-long home-business and crafts business workshops for community colleges and SBA-sponsored seminars held in various small business development centers across the country (see end of this document). Soon she was being invited to present keynotes and mini-workshops at larger craft and home-business events and conferences.

Barbara is no longer accepting speaking engagements, but the following list of where she presented keynote addresses and workshops between 1981 and 1996 serves as an interesting historical document of the kind of home-business education and activity that was going on in both the U.S. and Canada during these years. (Barbara discontinued her speaking engagements in 1997 because of her husband's failing health and his need for her to be at home.)

You may note that many of the conferences were presented by states that had formed special state-wide home-business organizations. Regrettably, most of them survived for only a few years before they either ran out of money or enough volunteers to keep them going. The changing face of the home-business industry also played a role in their demise.

Chicago Women's Career Convention, 1981, Chicago
Panel speaker: "Women Working from Home"

Society of Craft Designers Annual Seminars - Florida, 1981 & San Antonio, 1990
Keynote speaker: "Networking for Success" and "Professionalism in Crafts"

Missouri Fiber Artists Conference, 1982, St. Louis
Keynote speaker: "Cashing in on Your Creativity"

Utah Women's Conference '85 sponsored by Sen. Orrin Hatch; Salt Lake City
Panel speaker on "Homebased Cottage Industries in the 20th Century"

Howard Ruff National Convention - Florida, '86; California, '89
Shared the stage with Howard Ruff on his Entrepreneur Panel
Workshops on tax strategies and exploring home-business opportunities

All-Iowa Home Based Business Conference '86, Des Moines
Workshops: "Keeping Your Business Legal" and
"What to Do When You Have Only Pennies for Promotion"
(Was videotaped, and may still be in some SBA regional offices)

Kansas All-State Home Business Conference, 1986, Wichita
Panel speaker: "Building a Business without a Bankroll"
Workshop: "Managing Growth"

Americans Creating Tomorrow/Entrepreneurship Forum '86, St. Louis, MO
Keynote speaker: "Taking Advantage of the Home Business Boom"
(Excerpt on videotape in some SBA regional offices. This tape also aired on Cable
Television on Financial News Network.)

HOME: A Smart Business Base, 1986, Wichita State University, Wichita
Workshop: "Building a Business without a Bankroll"

Adapt 100 Farm Conference 1987 - sponsored by *Successful Farming* magazine;
Des Moines, IA
Workshop: "How to Succeed in a Mail Order Business"

Adapt2 Conference, 1987 - sponsored by *Successful Farming* magazine; Kansas City, MO
Workshop: "Homebased Business Opportunities"

"Turning Skills Into Profits" Conference, 1987, Home Ec Div., Madison Area Technical
College, Madison, WI
Keynote: "Profiting From Your Special Skills and Creativity"

Home Business Conference for Farmers, 1987, Iowa Central Community College, Fort
Dodge, IA. This five-day seminar, designed and presented by Barbara, was a pilot program—
the first of its kind in the country—funded by Job Training Partnership Act (JTPA).

Rural Homebased Business Workshop, 1987, Des Moines Area Community College, Ankeny,
IA. This was the second five-day JTPA-funded seminar Barbara presented for farmers and
other rural-based individuals in Iowa.

Ohio Women's Business Ownership Conference, Cleveland, 1987
Keynote speaker: "Balancing Your Life, Home & Business"

American River College First Annual Homebased Business Conference, 1988, Sacramento,
CA
Main speaker and workshop leader for this day-long conference

Youngstown State University Homebased Business Conference, 1988, Youngstown, OH
Keynote: "Home Business Trends & Perspectives"
Workshop: "Creating Professional Printed Materials"

Ohio Arts & Crafts Guild, Annual Conference, 1988, Youngstown, OH
Keynote speaker: "Professionalism in Crafts"
Workshop: "Pricing Strategies for Greater Profits"

Women Aware "Networking for Success" Conference, 1988, Three Rivers Community College, Poplar Bluff, MO
Keynote speaker: "Working at Home: Is it For You?"

Business Opportunities Saskatchewan, 1988, major three-day trade show in Saskatoon
Workshop: "Home Business Opportunities"

"Surfacing" Conference for Women Entrepreneurs, 1989, Management Training Center, Halifax
Workshops: "Succeeding in a Homebased Business" and
"Marketing on a Shoestring Budget"

Home-Based Business Conference, 1989 & 1990, Duquesne University SBDC, Pittsburgh
Keynote "What It Takes to Succeed in a Home-Based Business" (1989) and
Humor keynote: There's No Biz Like HomeBiz (1990) and
Workshop: "Marketing on a Shoestring Budget"

Home-Based Business Conference, 1989, Small Business Development Center, South Bend, IN - Keynote speaker and workshop leader.

First Lady's Conference on Home-Based Business, 1990, Oklahoma State University, Oklahoma City - Morning and evening kickoff motivational speaker

National Secretaries Day Luncheon, 1991, Fresno City College Training Institute, Fresno, CA
Keynote: "Your Self-Employment Options"

11th Annual Conference of the Ohio Arts & Crafts Guild, 1992, Columbus, OH
Humor Keynote: "There's No Biz Like CraftsBiz"
Workshops: "Marketing by Mail" & "Publicity Secrets for Crafts Sellers"

Charting the Future of Home-Based Business, 1992, Douglas College, New Westminster; Canada's first national conference and trade show for homebased business sponsored by Impact Communications.
Humor Keynote: "Finding the Humor in Your Home Business Life"

Craft Marketing Conference, 1992, University of Nebraska Cooperative Extension (Dept. of Textiles, Clothing & Design), Lincoln, NE
Keynote, "Finding the Humor in Your Home-Business Life"
and marketing workshop

Crafts Marketing Conference, 1993, Lincoln, NE
Keynote: "How to Make Your Crafts Dream Come True"
Workshop: "Low-Cost Marketing Ideas"

Working from Home, 1993, Harper College Conference and Expo, Palatine, IL
Luncheon speaker: "Finding the Humor in Your Home Business Life"
Workshop, "Marketing on a Shoestring"

Home-Based Business: The Next Economic Generation, 1994 First-of-its-kind national conference in Tulsa, Oklahoma, sponsored by the Oklahoma Cooperative Extension Service and co-hosted by the SBA, SCORE, SBDCs, rural electric cooperatives, and state government representatives.

One of several keynote speakers: "How Do We Get There From Here?"

Home-Based Business Owners Conference, 1994, University of Wisconsin-Whitewater
Workshops: "Industry Perspective and Entrepreneurial Trends" and
"Marketing Without Money"

Home Business Conference, 1994 Kenosha Women's Network, Kenosha, WI
Keynote, "Home Business Humor & Shoestring Marketing Tips"

Home-Based Entrepreneurship Conference, 1995, Texas A&M University Campus, College Station, TX
Luncheon speaker, "Finding the Humor in Your Home Business Life"
Workshops on mail order and marketing

"Start Smart" Home-Business Conference, 1995, Black Hawk College SBDC, Davenport, Iowa
Keynote: "Finding the Humor in Your Home Business Life"
Workshops: "How to Select a Profitable Business" and
"Marketing on a Shoestring Budget"

Home Office/Home Business Expo & Conference, 1995, Inland Meeting & Exposition Center Westmont, IL
Three Workshops: "How to Capitalize on Current Entrepreneurial Trends"
"Your Homebased Business: A Great Little Tax Shelter," and
"Marketing Pizzazz on a Pizza Budget"

American Association of Home-Based Businesses, "Navigating the Future: Charting a Course for Your Home-Based Business" – 1995, AAHBB's First National Conference, Washington, D.C. Presented in cooperation with local community colleges and the SBA.
Keynote and marketing workshop

"Best of Missouri Hands" Annual Conference, 1995, Missouri Artisans Educational Foundation, Jefferson City, MO. Day-long Seminar Leader

“Starting, Operating and Marketing a Homebased Business” Conference, 1996, University of Illinois, Springfield

Keynote: “Perspective on Today’s Home-Business Industry”

All Iowa Home-Based Business Conference, 1996, Des Moines

Workshops: “When You Only Have Pennies for Promotion”

“Marketing Pizzazz on a Pizza Budget”

3rd Annual Festival Networking Conference, 2007, Athens, GA

Workshops: “Publicity and Networking Strategies” and

“Product Design, Packaging and Production Methods”

Barbara’s Day-Long Home-Business Seminars

Barbara’s day-long crafts marketing and home business seminars proved to be so popular in the Midwest in the 1980s and early 1990s that many groups invited her back for a second or third year in a row. Most of these events (presented in order by state, then by organization) were sponsored by the small business development centers of colleges and universities, so the SBA always had a presence in these events. (In those days this agency had a lot more money for this kind of education that it does now.)

CEDA (of Cook County) Moraine Valley Community College, Chicago, IL

Lake Land College SBDC, Mattoon, IL

North Central College, Naperville, IL (3 years)

Richard J. Daley College Business & Industrial Institute, Chicago, IL (2 years)

Small Business Development Center, Mattoon, IL

Truman College, Chicago, IL (2 years)

SBDC, College of Business, Illinois State University (Macomb, Peoria & Bloomington)

Waubensee Community College/Business & Industry Institute, Aurora, IL

Indiana University-Purdue University, Ft. Wayne, IN (2 years)

Indiana University at South Bend, Div. of Continuing Education, South Bend, IN (2 years)

Indiana University-Purdue University, Ft. Wayne, IN

Iowa Valley Continuing Education, Marshalltown, IA

Iowa Western Community College, Council Bluffs, IA

Eastern Iowa Community College District, Bettendorf, IA

Ellsworth Community College, Iowa Falls, IA

Kirkwood Community College/SBA & SCORE, Iowa City, IA (2 years)

Metropolitan Technical Community College, Council Bluffs, IA

United Association of Crafters, Council Bluffs, IA

Prince George’s Community College, Largo, MD (2 years)

Michigan State University, Cooperative Extension Service, (a series of five day-long workshops in five different cities in Michigan)

Arrowhead Community College, Vermillion Campus, Ely, MN

Itaska Community College, Grand Rapids, MN (2 years)

Mainstay, Inc. (Opportunities for Homemakers), Marshall, MN

University of Missouri, North Kansas City, MO

N Sight Communications, Crafts Business Workshop, Sioux Falls, SD
University of Wisconsin SBDC, Madison, WI
University of Wisconsin-Milwaukee Business Outreach, Milwaukee, WI (2 years)

###

Additional perspective on the history of the home business industry in the U.S., as documented by Barbara, will be found [here on Barbara Brabec's World](#).